

# PRINTERS' INK

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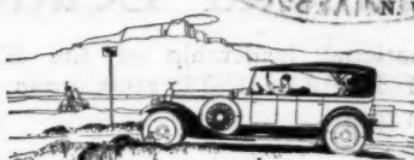
A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York

VOL. CXXXV, No. 10

NEW YORK JUNE 3, 1926

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## The American Scene

*The Great American Desert . . . sizzling sun and sand, a Rolls-Royce speeding from San Francisco to New York. Fifth Avenue . . . many motor-cars moving hither and yon in the fashionable world . . . the whole revue of luxury led by Rolls-Royce.*

*A mountain road in the Alleghanies . . . steep, down-twisting curves, "thank-you-ma'ams," frequent need for safe, certain braking . . . a Rolls-Royce negotiates the descent smoothly and in record time.*

*A modest home in the Middle West . . . the owner comes down the steps with his family . . . they drive off in their motor-car . . . it is a Rolls-Royce.*

These little pictures are a few of the many we have painted in Rolls-Royce advertising. By interviewing owners and their chauffeurs, we learned, first hand, the many-sided appeal of the Rolls-Royce. By examining the detailed records of each chassis, which are kept at Springfield, Massachusetts, we found the mechanical and engineering reasons for Rolls-Royce satisfaction.

Each story thus gleaned was made into an advertisement. The result is an advertising campaign as unique as Rolls-Royce is unique.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



June 3, 1926



## The Meaning of Editorial Leadership

**T**HE national leadership of the STANDARD FARM PAPER UNIT rests upon the service that comes from

1. Fifteen publications
2. 18 editorial offices
3. 166 men and women editors
4. 2,000,000 circulation

Our 166 editors spend a great deal of time in the field answering questions of farmers, advising them individually, and addressing them at their group meetings. No long range "desk editorship." Our editors and our readers live within meeting distance—and meet.

Hence, we are able to put into our columns, the first hand information for the practical use of the farmers

in the thirty leading states, producing 88.7% of the 1925 agricultural income.

Hence, the hundreds of thousands of requests from farmers for information and service received; hence intelligent answers—specific to each individual inquiry.

Ohio Farmer  
Michigan Farmer  
Pennsylvania Farmer  
Missouri Ruralist  
Kansas Farmer  
The Farmer, St. Paul  
The Breeder's Gazette  
The Progressive Farmer  
The Prairie Farmer  
The Wisconsin Agriculturist  
The American Agriculturist  
Wallaces' Farmer  
Hoard's Dairyman  
The Nebraska Farmer  
The Pacific Rural Press

## The **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.  
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.  
250 Park Ave.  
San Francisco, Kohl Bldg.

*Your Sales Problem is National—That of Your Dealer  
is Local—The Standard Farm Paper Unit Meets Both*

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXV

NEW YORK, JUNE 3, 1926

No. 10

## The Pursuit of Happiness

Unselfishness Is One of the Most Profitable Investments Efficiency Experts Have Yet Discovered

By Earnest Elmo Calkins

President, Calkins & Holden, Inc.

THE Constitution, it should be noted, guarantees life and liberty, but only the *pursuit* of happiness. Obviously, it could not guarantee happiness. What with the crime wave and the Volstead Act it has difficulty enough guaranteeing life and liberty.

But happiness is what we all want. Even life and liberty are valueless without it. And it is the pursuit of happiness which makes advertising resultful. The advertiser's problem is how to make the customer believe that his product or service will give happiness. An old Pears' Soap advertisement showed a baby reaching for the cake of soap, "He won't be happy till he gets it." A candy maker says "Happiness in every box." And people continue to buy the thousand things offered in advertisements in the belief that they will be happier if they get them.

Since this is meant to be the message in every advertisement, it seems strange that more advertisers do not offer happiness. The patient public is going to tire of these selfish, boastful, one-way advertisements in which the manufacturer merely tells the public what would make him (the manufacturer) happy. If the revolt of the ultimate consumer is going to be checked in time, we must write more of our advertising around the reader and less around the advertiser, or, to appropriate a phrase of John Hawley in PRINT-

ERS' INK\* a short time ago, we must make the reader a "present." We are not furthering the reader's pursuit of happiness by telling him how large our output is, how big our factory, how long our record, or how high our ideals. A typewriter advertisement announced: "We make a machine every three minutes." And a disgusted purchaser commented: "Yes; I got one of those three-minute typewriters."

How much better if that manufacturer had made that prospect feel that wheels turned, machines machined, adjusters adjusted solely to produce just one typewriter good enough for him. Advertising should be written around the reader's welfare, comfort or convenience; in short, his happiness.

The happiness of the reader should be the real topic of every advertisement. The happiness of the advertiser should be carefully camouflaged. It is partly vanity and partly belief that the aggrandisement of his own business attracts customers, which weakens much advertising. The smug, complacent, self-assertive tone makes readers say, "Well, what of it?" The other way is comparatively easy. Every product, every service is interesting from the user's point of view. But to present it

\* "Make a 'Present' to the Public in Your Advertising," by John Habberton Hawley, president, Hawley Advertising Company, Inc., in PRINTERS' INK for April 1, 1926.

June 3, 1926

that way, the owner, the advertiser, must sink his personality and write anonymously a message about the happiness of the customer he hopes to sell.

A conspicuous instance of such altruistic advertising is that of the Metropolitan Life Insurance Company. Every advertising man has heard officers of our great insurance companies explain why life insurance cannot be advertised. Each has presented its alibi. And every one of those alibis on being analyzed shows nothing but short-sighted selfishness. What they mean when they say they do not know just how life insurance can be advertised is that they do not know just what grand thing to say about their respective companies. Their minds run on statements to prove that the Inscrutable Life Insurance Company is the oldest or the greatest in the world. Some of them are looking for a bigger and stronger rock than Gibraltar. The Metropolitan had no such difficulty. It devotes its advertising to promoting the pursuit of happiness on the part of the multitude. The advertising it gets is a by-product—but what a by-product!

Life and health are the great factors in happiness. To prolong life and improve the health of a large number of people is a major contribution. The older we get the more we are interested in these two essentials, until that time comes when nothing in the world means more to us. The Metropolitan devotes its efforts and its advertising to bettering the health of people. It makes a "present" to the public. And at the same time it advertises its business doubly. First, good-will from

people who have been interested, helped and made happier. Second, an appreciable effect on its profits by lessening mortality and extending the span of life. In other words, the altruistic effort, which is sound enough to stand on its own, is directly, as well as indirectly, a benefit.

Health and long life are the

## The Magic of Print

**THE OLD PANTHER SPOTTED.** Take who held forth on stormy corners at night with his flaming torch and his amazing rapid fire traps, knew the secret of the panther's lair. And the story of quacks who followed him have made out of the name, black men and women, bright with color, who have been successful which they might deserve were the mere words spoken.

Never before in the known history of the world has there been such an era of health as there is now. We are living at a wonderful an age—such marvelous scientific discoveries have been made—such amazing progress in the field of medicine—that people believe almost anything is possible. "The quacks" are out of date, and so is the era of quackery. You will find them trailing along the walls of every reputable museum of important research, work-shops, clinics, and "cure-in-a-crown," these fake mechanical appliances and special treatments, these "health entrances" and their other of fine drugs and treatment by such

Millions for Faky "Cures"

Fake medicine labels are more numerous than they used to be. The U.S. Government, through the Federal Food and Drug Act, forbids misleading statements in the trade package. But this Act does not prohibit lying statements in advertisements, circulars, or word-of-mouth. The voices who prey on the sick nearly exceed control. They are the voices of various remedies each guaranteed to cure a specific disease—tuberculosis, cancer, diabetes, lottery trouble, blood disease, skin eruptions, epilepsy and others. Other voices tell of the wonders of the new patent medicines. Still others tell of the benefits of the old. All these voices are telling us to buy, still as to march these glibious quacks where prices are filled from human levels.

Although the public has been hoodwinked by the quacks, it is still the public that is hoodwinked.

Before the organization of cities and towns, the public was hoodwinked by the quacks.

Now the public is hoodwinked by the quacks.

When a cure for tuberculosis or cancer is found it will not be necessary for the discoverer to advertise. Any experimenter who finds a remedy for either of these scourges will be assured the greatest success. The public will be told the glorious news of his discovery. Instead of being crowded away in a few inches of advertising space, the discoverer will be given all the space he needs.

Do not be deceived by the magic of print. Avoid advertised "cures." If you are sick you do not



"Read the Label!"

DOCTORS! We need you to do your best to help us to stop the sale of fake medicine.

Don't take chances. Don't risk your patients' lives.

The most common patent medicine label would be the one that says "Cures All Diseases."

It is the duty of every doctor to see that his patients are given the best treatment.

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It is the duty of every doctor to see that



## WHERE DO VILLAGE AMERICANS BUY?

71% of the residents of "Village America" buy practically everything in their home town, according to a questionnaire recently sent out by the Christian Herald.

This is only one of the interesting facts brought out by this questionnaire which we will be glad to show you upon request.

The  
**Christian Herald**  
Bible House, N. Y.

GRAHAM PATTERSON, *Publisher*  
Paul Maynard, *Advertising Manager*

June 3, 1926

June

even how much new business it wrote. Therefore such advertising has the highest percentage of reader interest, while at the same time the highest return in profits to the advertiser.

Just how great this contribution to the public weal is may be inferred from an observation by Mark Sullivan, in his book, "Our Times"—which, by the way, is a book that every advertising man should study. In it he pays strong, though unconscious tribute to the part advertising has played in developing our civilization. Sullivan says that prolonging the span of human life, which is one of the achievements of the last twenty-five years, has more than made up the losses caused by the Great War. No pages are more thrilling than his story of the fight for immunity from yellow fever, typhoid, small-pox and malaria. The advance in knowledge of the prevention of disease in the last quarter century is greater than in all the previous history of mankind. All that stands now in the way of complete utilization of this knowledge is the ignorance and prejudice of a great body of people. The Metropolitan's advertising is an effort to inform that ignorance and break down that prejudice. It is welfare work of the widest scope.

It is not too much to say that the kind of advertising this company is using is of such public importance that the Government could well afford to carry it on and pay for it out of the public funds. Such a course would be as logical and legitimate as the Department of Public Health. And when we are more enlightened, such an extension of Government activities will be the most natural thing in the world.

Last year, there was a page in the magazines headed "The Magic of Print," a well-directed assault upon the crueler sort of patent medicines. I, for one, rejoice that so powerful an organization is waging war on those malignant parasites of advertising. This advertisement was an early one of a series which has in two or three years gone the round of the more

significant guide-posts to health. The space given to saving the lives of babies should be noted. This was a great contribution in itself, but only as a step in the program, which includes the whole of human life. What these advertisements teach over and over is the great art of enjoying life, of keeping well, of preventive treatments, exercise, fresh air, moderation, and seeing a competent doctor often enough to anticipate serious ailments before it is too late to correct them.

#### LEADING UP TO A HAPPY OLD AGE

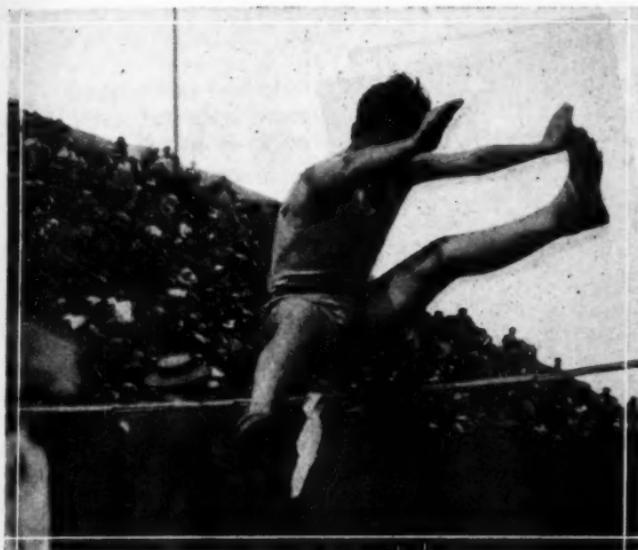
A recent advertisement glorifies old age, taking its inspiration from Ben Franklin, who was not only a good example of a healthy and happy old man, but was himself a pioneer in preaching the simple healthy life. And the advertisement is true. The last years of life, those beyond the insurance company's tables of expectancy, can easily be the fullest and richest, if one has preserved health and interest in life, and health alone will guarantee the interest. "Grow old along with me. The best is yet to be." I am fifty-eight years old. I have been deaf all my life. But I look forward to the next twenty-five years as the best of my life. I have just passed an insurance examination made rigorous because of my age, deafness and the large amount of life insurance applied for—no, it wasn't the Metropolitan—with flying colors. But if I had known in my youth many of the things so fully accepted now, and so faithfully presented by the Metropolitan, I would be an even more shining example of man's ability to beat the Psalmist in his miserly three-score and ten, to say nothing of the actuary.

I hope the Metropolitan will develop this line further. There is a rich and fascinating possibility in the glorification of a sound old age, with Cicero's "de Senectute" as a starter, and some of our fine old men as examples, in connection with a paid up income for life. The insurance sharks say

(Continued on page 169)

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## The bar is now at 5 feet 4 inches

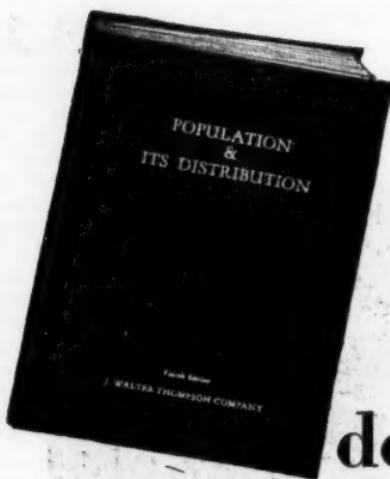
*Say! who'd have ever thought Midge Dawson could ever jump 5 feet 4 inches! That's as high as he is. Uh-huh, he's sixteen, same as me.*

No doubt about it, men, Midge Dawson has grown. With his sixteen years and a tendency to win field events for his school, he has achieved 5 feet 4 inches in height and 114 pounds in weight. Like every one of his friends, he has a tremendous interest in athletics, doggy clothes, eating, and a thousand other things.

Midge and his friends are typical of 500,000 readers of THE AMERICAN BOY. They camp, hike, canoe, take photographs, play tennis, golf, football, own and express (note that last word) some pretty strong opinions on motor-cars, schools, tooth-paste, razors and shaving soap. In short, 500,000 readers of THE AMERICAN BOY are your equal in everything but years. Man-sized in opinions, man-sized in spending power.

You may manufacture radio sets or neckwear, jam, flashlights or automatic pencils. It makes no difference. For whatever you make that men buy, these near-men will buy as well. Win their friendship through the advertising columns of THE AMERICAN BOY. Copy received by June 10th will appear in August.

***The American Boy***  
Detroit Michigan



# Is your market determined

- by population?*
- by income?*
- by geographic location?*

THE new edition of "Population and Its Distribution" contains two complete sets of maps—almost 400 large pages of accurate facts about population—incomes—sales areas—never before published in book form. In its pages you will find—

### *1925 Population Figures*

Latest mid-census figures show surprising changes in population since 1920. *For example:*

Do you know that the population of the United States has shown an increase since 1920 equal to the 1920 population of the states of Indiana and Illinois combined? That four states—New York, Pennsylvania, Ohio and California have added over a half million each? That the borough of Manhattan in New York City has *decreased* by 300,000—while Detroit shows a gain of 250,000?

### *679 Retail Shopping Areas*

How far can population alone serve as an index of market possibilities? Two cities in Maine,

Bangor and Lewiston, are of nearly equal population. Actually, however, Bangor's trading population is almost twice as great as that of Lewiston.

In "Population and Its Distribution" are given complete retail shopping areas for the entire country with maps and figures for each. These areas are determined by *commercial* rather than *political* boundaries.

### **Income Tax Returns by Counties**

How much money can people spend? Which counties in each state offer the richest sales possibilities?

In Illinois the distribution of population by counties roughly parallels income tax returns. In Alabama, however, over 82% of the total number of returns came from 20% of the counties.

"Population and Its Distribution" gives the number of personal income tax returns for every county in the United States—arranged for ready comparison with population figures for the same county.

\* \* \*

In addition "Population and Its Distribution" gives the number of wholesale and retail dealers for eighteen different trades by states and cities of 25,000 and over—the number of grocery and drug chain stores in large cities and many other statistics of value in planning sales operations.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

---

**J. Walter Thompson Company, Dept O**

**244 Madison Avenue, New York City**

I enclose \$7.50 for "Population and Its Distribution."

Name \_\_\_\_\_

Address \_\_\_\_\_

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# Why Dealers Do Not Use Your Mats

W. & J. Sloane Find That the Answer to This Problem Is to Give Dealers the Kind of Mats They Want

THE sale to the dealer has been made, and the salesman is now hauling out his portfolio of mats and electros.

"How many do you want, John?" he asks the dealer.

The merchant is anxious to get back to work.

"Oh, I'll leave it to you," he says, with a wave of his hand.

And when, a while later, the package of mats comes from the manufacturer, John, the dealer, doesn't even bother to open it. He tosses it into a corner out of the way or else the clerk uses it to weigh down some bundles.

That little scene, says E. G. Tuttle, advertising manager of the wholesale division of W. & J. Sloane, New York, is true to life, as many manufacturers will recognize from their own experience.

"This year we sought a way to get mats for Mohawk rugs, for which we are selling agents, into the consciousness of our dealers and into their advertising programs. We had found, like many other concerns, that we were getting plenty of orders for mats but that, also like other companies, we were not seeing enough of them actually used.

"We came to the conclusion that our mats and electros probably were not what dealers wanted; that they were not used because they did not fit the merchants' needs. Accordingly, we set out to find what it was in rug advertising that dealers really did want.

"For three months, then," says Mr. Tuttle, "we clipped rug advertisements from eighty newspapers of the United States. This was the usual local rug advertising and was representative of the stores in which our Mohawk rugs are sold. At the same time, on their regular visits, our salesmen and sales promotion men talked to dealers on the subject. When buyers came to the main office, we

talked to them on the same subject.

"We actually visited about fifty dealers. With various interviews and with the clippings taken from the eighty newspapers, we obtained the practical views of about 2,000 rug dealers, and from this combination of opinions, we drew our conclusions. We found:

(1) That dealers wanted sale advertising;

(2) That they wanted announcements of new patterns.

"In other words, our study showed that these two types of announcements were most in demand. It showed, too, that advertisements of this sort were made up mostly by the local dealer himself.

"We had few such announcements in our regular stock. Therefore we felt that if we would supply the dealer with mats of this kind, which he was making up for himself, he would use our layouts and would use more of them.

"We began our study November 1, and during the early part of 1926 we began to make up a portfolio of mats that filled the dealer's needs as he saw them. The first page of this booklet sounded the note of our efforts:

"Here is a *practical* newspaper mat service for retail rug advertising which 2,000 retailers helped us prepare.

"It is not based upon how we would like to have *you* advertise, but upon a nationwide study of what dealers *actually are using* and *will use* in advertising rugs."

The first group in this portfolio is composed of sales headings, which run from one to five columns, featuring the sale element. As Mr. Tuttle points out, however, the name Mohawk is neither left out nor played up. While the sale portion is in large type, smaller type announces that the sale includes "Mohawk and other



The Crowell Publishing Company's "National Market Map of Sales Possibilities as shown by 1925 incomes" classifies

- 45 Iowa Counties as "Best"
- 51 Iowa Counties as "Good"
- 3 Iowa Counties as "Fair"
- No Iowa County as "Poor"

There are no mountains, lakes, deserts, swamps, sand hills or forests in Iowa—the entire state is a fertile field for the national advertiser.

*One out of every three Iowa families reads*

## The Des Moines Register and Tribune

Net paid circulation exceeds  
175,000 Daily and 150,000 Sunday

Send 1926 "Iowa Market Data Book" to

Name .....

Address .....

June 3, 1926

quality rugs," which phrase is sufficient to carry the name. The second section is devoted to announcements of new patterns, and here again the dealer's point, new patterns, is played up while the Mohawk is played down.

In order that dealers may not too frequently take these mats and cut out the company name so as to put the mats to other use, the word Mohawk is usually placed over the drawing of the rug or in some other position where it cannot easily be removed.

"However, in some of these mats the Mohawk name can easily be eliminated," Mr. Tuttle points out, "but that, after all, does not make a great deal of difference to us for the reason that the dealer who gets our mats, handles our rugs and when he advertises rugs, even without mentioning our name, he will sell our goods. The main point is to make it easy for him to advertise rugs in general. We most certainly will benefit indirectly."

Special borders with "Mohawk and other quality rugs" neatly designed into the bottom are offered in the portfolio, as well as home interiors and store interiors. These latter are the mats which the company formerly stressed until it made its test of what the dealers wanted, and these interiors, according to Mr. Tuttle, are still sufficiently in demand to warrant their being offered in at least a limited number. Reproductions of national advertising and Mohawk name plates complete the book.

"The trade has seen the portfolio, and is highly pleased," Mr. Tuttle says, "declaring that the new mats are just what is needed. Dealers want the consumer to see John Jones' rug sale, special prices, new patterns and so forth and not merely the Mohawk's name. And in this portfolio, we are giving them exactly that."

#### "American Magazine" Appoints H. M. Keefe

Howard M. Keefe, recently with the *Woman's Home Companion*, has been appointed Western manager of *The American Magazine*, with headquarters at Chicago.

#### Lord & Thomas and Thomas F. Logan to Merge

The formation of a new advertising agency, merging the businesses now conducted by Lord & Thomas, of Chicago, and Thomas F. Logan, Inc., of New York, has been announced by Albert D. Lasker, former chairman of the United States Shipping Board, and for many years chairman of the board and president of Lord & Thomas. It is planned that the merger will be effective July 1.

The new corporation will be known as Lord & Thomas and Logan. Mr. Lasker will be chairman of the board, and Thomas F. Logan will be president. Other executive officers of the corporation will be elected from the officers of the two merged companies.

#### F. F. Hilson with "The Household Magazine"

Frank F. Hilson, who has been with The H. K. McCann Company, New York, for the last fourteen years and who, during ten years of that time, was space buyer, has joined the Capper Publications where he will devote his time to *The Household Magazine*. He will be associated with the Eastern office at New York.

L. R. Donehue, formerly president of the L. R. Donehue Corporation, also has joined the Eastern office of *The Household Magazine*.

#### Paul Block Augments Staff

Verne Priddy and Stephen Bourne have joined the New York office of Paul Block, Inc., publishers' representative. Mr. Priddy was formerly with N. W. Ayer & Son and The Butterick Publishing Company, New York, and Mr. Bourne was with the Brandes Products Corporation, New York, and Thomas F. Logan, Inc., also of New York.

H. Winthrop Taylor, formerly with the Condé Nast Publications and the *New York American*, has joined the Boston office of Paul Block, Inc.

#### To Advertise Western North Carolina

Realty concerns engaged in developments in and around Asheville, N. C., have organized the Western North Carolina Developers' Association and will conduct a country-wide advertising campaign. An expenditure of \$1,500,000 is planned for this year. The business and recreational advantages of that region will be featured in the campaign.

#### Frank Hurley, Advertising Manager, "The Mentor"

Frank Hurley, formerly Western manager of *The Mentor*, New York, has been appointed advertising manager, with headquarters at New York. He succeeds Robert Harkness, who has joined the Western sales staff of the *Woman's Home Companion*.

*More Than One Half Million Wisconsin Readers Every Day*

# How Publishers Advertise---

WHEN in Milwaukee do as the publishers do. This is how they invested their newspaper appropriation in 1925:



Advertising concentrated in one newspaper thoroughly covers and sells the rich Milwaukee-Wisconsin market---

**The Milwaukee Journal**  
— FIRST — by Merit

*Read by More Than Four Out of Five Milwaukee Families*

June 3, 1926



## "Standard" PLUMBING FIXTURES

Does your family's health wait on a morning shave? Not when facilities are ample. This charming bathroom exactly suits many families:

|  |         |
|--|---------|
| Pembroke Built-in Bath, 5-foot size, with fittings | \$85.00 |
| Shower, with Rod and Curtain                       | 20.00   |
| Laton Lavatory, 20" x 24½", with fittings          | 48.00   |
| Devoro Water Closet, with White Seat               | 71.00   |

Make your selections here and order from your Plumber.

Standard Sanitary Mfg. Co.  
Chicago Showroom: 900 S. Michigan Ave.  
Peoria, Ill., Showroom: 112-114 Main St.  
Milwaukee, Wis., Showroom: 426 Broadway

COMPLETE  
AS SHOWN

**\$224.00**

Prices subject to change.  
piping and labor  
not included.

Write or telephone  
Showrooms for Catalogue.

# THE CHICAGO

*First Chicago*

# Because the Whole Family Is Interested

IT'S plain economy to sell all members of the family at once—rather than singly. This is effectively done in Chicago because all members of the family read the Photogravure Section of The Chicago Daily News.

*The Chicago photogravure advertising of the Standard Sanitary Mfg. Co. (current schedule, 10,000 agate lines) appears exclusively in*

*The Saturday  
Photogravure Section of*

**DAILY NEWS**

*Firs* Chicago

June 3, 1926

# Bumper crop of dollars!



**forecast  
for this big  
farm market**

**N**EWS from the U. S. Bureau of Agriculture brings a forecast of 63,450,000 bushels of wheat for Oklahoma this year, the greatest in the history of this prosperous state! The condition of Oklahoma wheat on May 1 was 94%, the highest of any state in the country except Texas, where the yield will be less than one-half the Oklahoma crop because of smaller acreage. Oklahoma's hay, oat, rye and broom corn crops are also scheduled for rich yields; Oklahoma will produce more than one-half the world's supply of broom corn during 1926.

Wheat harvest is now under way in Oklahoma. New wealth is flowing into the pockets of Oklahoma farmers! Bigger sales and better profits loom on the horizon for manufacturers who advertise their products to Oklahoma farmers through the state's one farm paper, the Oklahoma Farmer-Stockman.

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adv. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# We Help Dealers Sell Everything They Carry

Although We Make Only Tables, We Give Retailers Sales Ideas on All the Items Carried by a Furniture Store

By Edmund Brandts

Sales Manager, The Mersman Bros. Brandts Co.

**W**E build tables which are sold by approximately 5,000 furniture stores. This means that one furniture store of every four in this country is handling our product. Quite obviously, this is a fair distribution and we cannot hope greatly to increase this total since many dealers object to stocking a line that is everybody's property.

Naturally, we have an ambition to sell more tables and feel that we must look for our principal increase from our present connections rather than by taking on many additional dealers.

We have considered national advertising but have sidetracked the idea, for the present at least. Our tables have no novel features around which to build a unique advertising appeal. We might advertise a name and trade-mark but after considerable investigation and conference with scores of large dealers we are not altogether convinced that the public could be made to feel that a maker's name was essential when buying a library or davenport table. At least, this is the overwhelming opinion of many dealers, although we see clearly there is another side to it and our decision is by no means final.

Of course, we have resorted to the ordinary forms of dealer helps and will continue them but we cannot successfully put much sales pressure on the dealer to stimulate table sales since a table is not a tremendously important item in the average furniture store. Tables are more or less staples and do not run into enough money to cause a dealer to go wild over the profit possibilities. The average dealer accepts the normal business that comes on tables and lets it go

at that. We try to look at the matter dispassionately and from the dealer's viewpoint. While tables are our life blood, they are but one item of a great host that the retailer is organized to sell.

The foregoing reasoning brought us to this conclusion: If we can help increase the general business of our dealers, we will accomplish two things; more tables will be sold in approximately the same proportion as the general business increase of the retailer and we will merit and probably receive the good-will of the dealers we are assisting. We will establish something more than an ordinary trade contact.

We are now acting on this reasoning. We are issuing a looseleaf book called The Mersman Idea Book. In this book, in the form of typewritten bulletins, we have placed retail advertising introductions, sales letters, merchandising ideas, informative articles for retail furniture salesmen, chats with the store manager, in fact articles and suggestions along a variety of lines that we trust will prove helpful in the operation of a retail furniture store.

#### HOW MATERIAL WAS SECURED

So much for the general plan. Its success is quite closely dependent upon the character of the material that goes into the Idea Book. Before issuing this book, we spent several years in intensive merchandising efforts along the lines suggested above. We know of one store which put into effect some of our ideas and whose sales were increased 50 per cent. Other stores recorded results that were entirely satisfactory.

You may wonder if we had some peculiar schemes in merchandising

that could be held responsible for the results obtained. And the answer is—no. The merit of the system used is best covered in a general way by stating that our advertising and merchandising plans provide a regular business-promotion program, the chief merits of which are its regularity and continuity and its ease of handling by the average store manager in an average store.

The manager of the ordinary furniture store in the community of average size is a busy individual. He buys a large and miscellaneous stock and prices it. He waits on trade. He checks his invoices and writes the necessary correspondence, usually in long hand, in order to transact business with the manufacturers from whom he buys. He is credit manager, sales manager, buyer and merchandise manager, all in one. And he must write and arrange the advertising. He has so much to do that the advertising is poorly attended to, when done, and is almost always spasmodic. There are exceptions but the above is typical.

The average dealer is our major outlet and to help him our plans must be simple and as nearly automatic as possible.

The Mersman Idea Book gives the retailer material for a continuous business-promotion program. It puts no stress whatever on the selling of tables any more than any other line. The refrigerator manufacturer should profit as much as we do, except that we are banking on having the dealer remember that we are the people who are helping him. We figure this good-will element is worth the cost of issuing the "Idea Book." The cost of the binder used for the Idea Book is approximately seventy-five cents in quantities of 1,000 and we figure that the complete cost of the service per dealer will only slightly exceed \$3.50 per year.

In its original form, this service contains some thirty-five bulletin sheets which are to be supplemented by approximately ten additional bulletins each month.

This service is offered to all our dealers if they will send a

letter or card of request. We consider that such a service would drop in importance if we sent it to every dealer without first getting individual attention to the extent that each dealer performs the specific act of asking for the service.

Any advertiser who has ever made a bid for direct replies knows how lethargic the average dealer is, even on a something-for-nothing proposition. And so we have found it. We first mentioned the service in "Table Talks," our house magazine, and afterward in our advertisements in the business papers. Between these two mediums, we have obtained just under 1,000 requests for the service. As this article is written, we are making a direct mailing to all our dealers again exploiting the service. We anticipate about 500 additional inquiries and should run the total to 1,500 or approximately 30 per cent of all dealers on our books.

Let me give a more detailed explanation of the nature of the "Idea Book." The first point I should like to emphasize is that it is not a plan designed merely to sell tables, but to sell all lines of furniture. I think this is an important feature which any manufacturer contemplating work of this kind ought to take into consideration. Dealers want unselfish help and there is no better method of convincing them that material of this sort is planned primarily for their benefit than by endeavoring to aid them with all their problems rather than only with those difficulties encountered in selling the line made by the manufacturer putting out the service.

The bulletins issued for insertion in the "Idea Book" can be classified under four general groups. These are:

Group 1: A series of newspaper advertising ideas, ideas for sales, ideas for advertising introductions, and ideas for sales arguments in various departments.

Group 2: The same general service as Group 1 except that the plans are prepared for letter and direct-mail advertising instead of newspaper advertising.

Group 3: Bulletins for the store manager explaining in detail just how to get maximum results from the advertising and sales plans.

Group 4: A series of bulletins for retail salesmen, presenting charts, data and arguments relating to interior furnishing and similar subjects—the kind of information retail salesmen need and want—in concise, practical form.

As an introduction to the book, we have a chapter headed: "How to use this book." I think it is worth quoting from:

This book, in its original form, covers a variety of subjects. All these subjects are indexed in the original white index that immediately follows this introductory page.

Monthly, new subjects, printed on a different colored paper, are mailed to all holders of the original service, in loose-leaf form for insertion into this binder. Quarterly, all new subjects are listed in a supplementary index which covers those subjects added during the three months previous.

If you want to issue a special letter to your customers, look up "letters" in the index and under this head you will find letters to newlyweds, to homes with babies, to people who have recently built homes or moved, etc.

If you want a letter on some particular subject and do not find it in the book, look for what you want under "Advertisements," and if you find it there, you can readily arrange the sales argument into a letter.

Each bulletin is numbered and we will gladly furnish additional copies of any subject you wish to place individually in the hands of your salesmen.

The "Idea Book" is a modest affair at the start and does not pretend to cover everything, but it grows in value and completeness with each succeeding month and will ultimately come to be a book of immeasurable value to the retailer who possesses it and takes the pains to insert each additional bulletin as issued.

Many furniture dealers are coming to believe that people are kept away from stores by too much attention. Advertisements or letters can be profitably published to correct this public impression provided the dealer's store is so conducted as to follow the policy of permitting people to look around without undue interference. We tell dealers this, in the "Idea Book," and then we suggest the following piece of copy to carry out the idea:

#### THE "LOOKERS" PARADISE

There was a time when the moment a man or woman put foot inside a furniture store, a salesman took him or her or them in tow and literally showered attention,—if you know what we mean.

But not in our store.

Here's how we figure it: people are a lot happier in their furniture selections when they can browse 'round and see what is being offered,—then go home and think about the items they saw and how they would fit in their homes,—then come back to look again and compare,—and to buy when ready.

Our theory works. More people visit us than is customary. Out of the many who look, a great percentage do eventually buy because our stocks are clean and fresh, good in quality, rightly priced.

If you enjoy "window shopping," you will enjoy shopping INSIDE this furniture store.

Lookers are always welcome.

Here is a letter contained in the "Idea Book" for dealers to send to people who have just moved in their neighborhood:

Dear Mrs.:

We observe you're a newcomer into our community, and we're mighty glad to extend the handshake of welcome by mail—and will hope to soon have the opportunity of meeting you personally.

If you brought furniture with you, you are fortunate if everything arrived in good shape. In any event, now is a mighty good time to discard a few of the things that are getting "stale" and to put something bright and fresh in their places.

We operate a trade-in or exchange department entirely separate from our regular new stocks and will make you most liberal allowances on anything you may wish to part with.

Another feature of our store is our credit policy. We permit liberal time payments when people want this service but we are not an "installment store" in the ordinary sense. We do not penalize people who choose credit by foisting inferior good upon them at high prices. Cash or credit, our furniture is all clean, honestly made and guaranteed goods,—worth every dollar we ask.

We hope you will like (name of city), its people, and its stores. We hope you will enjoy your life here and that you will prosper in our midst.

Very cordially,

To establish monthly contact with 30 per cent of our dealers, without hounding them for orders, is, we feel certain, going to have a wholesome effect. The dealer with some petty grievance, the dealer who is neglected by our traveling representative, the dealer who is being aggressively solicited by a competitive manufacturer, is going to stick with us, particularly since it is definitely understood between us that the "Idea Book" bulletins will be continued only so long as he gives us a reasonable share of

his table business. We figure, too, that the dealer who has been buying but a few table patterns from our line will tend to increase this proportion.

The next general meeting of our salesmen is called for the latter part of June. At that time, they will be thoroughly instructed and sold on the entire idea and we expect our men to be of considerable help in getting the material used.

## Featuring Government Building in Advertising

*Washington Bureau  
of PRINTERS' INK*

THE question of the advertiser's right to use illustrations of Government buildings in advertising is one that is generally misunderstood. Government officials frequently refuse to give an opinion, and, as a recent inquiry to PRINTERS' INK states, "pass the buck."

"In connection with featuring jobs in which the products of one of our clients have been used," this inquiry continues, "a question has arisen as to what policy, if any, the United States Government has on the matter of the use of Federal buildings in performance copy."

A recent investigation of this subject in Washington discloses the fact that there is no law or regulation of any kind against the use of the material described, provided the advertising copy is confined strictly to unmistakable facts. It is well, however, to secure the approval of the official in charge of the building to which reference is made. Otherwise, the advertising may be resented and unfavorably prejudice future dealings with the advertiser.

Care should be taken in designing the advertising and creating the copy, not to infer that the Government has endorsed the manufactured product unless written evidence to this effect is in the possession of the advertiser. There has been much faking and over-

statement in this regard, and there is no doubt that advertising of the kind tends to build up a barrier against the advertiser's future business with the Government.

Undoubtedly, the evident reluctance of Government officials to grant permission to use such material is due to the fact that they seldom know much about the technique of advertising, and because they have heard of instances where material has been misused. However, if copy such as the writer of the inquiry describes is submitted in layout or proof to the proper official with the assurance that it will be run exactly as indicated, there is little doubt that dicated, there will not be any trouble in reaching a satisfactory understanding.

## C. B. Field with Ground Gripper Shoe

Charles Barr Field, formerly with the Chicago office of the Curtis Publishing Company, and for the last two years sales and advertising manager of the Red Cross division of The United States Shoe Company, has been appointed general sales manager of the Ground Gripper Shoe Company, Boston.

## John Clayton with D. C. Paper Manufacturing Company

John Clayton has been made advertising manager of the District of Columbia Paper Manufacturing Company, Washington, D. C. He has been with Buckley, Dement & Company, Chicago, for the last seven years.

## G. E. Anderson Joins Hearst Papers

George E. Anderson, formerly with J. E. Lutz, publishers' representative, Chicago, has joined the Chicago staff of the Hearst Pacific Coast morning newspapers.

## Honolulu "Nippu Jiji" Appoints Alcorn & Seymour

The Honolulu *Nippu Jiji*, Japanese daily, has appointed the Alcorn & Seymour Company, Inc., publishers' representative, as its national advertising representative.

## With Yellow Drivurself

Clark Wing has been appointed advertising manager of the Yellow Drivurself Stations, Inc., San Francisco. He was formerly advertising manager of J. A. Folger & Company, also of San Francisco.

# The Door to Philadelphia Is through The Evening Bulletin



HERE is your chance to analyze a great newspaper's circulation at first hand. When you come to the Advertising Convention you will see that *The Bulletin* is the door to the Philadelphia market.

In homes where you are entertained—wherever you go—you will notice that "In Philadelphia nearly everybody reads *The Bulletin*."

Philadelphia's city and suburban population exceeds 3,300,000. A copy of *The Evening Bulletin* reaches practically every family in Philadelphia, Camden and Suburbs daily.

**The Evening Bulletin.**  
PHILADELPHIA

This letter from E. I. du Pont de Nemours & Co. tells a story which is typical of the experiences of *New York Evening Journal* advertisers.



E. I. DU PONT DE NEMOURS & COMPANY  
INCORPORATED  
WILMINGTON, DELAWARE  
ADVERTISING DEPARTMENT

May 7, 1926

New York Evening Journal,  
2 Columbus Circle, New York City

Dear Sirs :

You will undoubtedly be glad to read the facts laid down in this letter. They surprised and pleased us greatly.

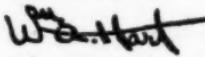
We have heard a great deal about merchandising co-operation from newspapers, but this is our first-hand experience of what can be accomplished with all forces pulling together.

With the cooperation of the Journal Merchandising Department we more than doubled the initial number of retail outlets selling Duco for Handy Home Uses in your marketing area.

Likewise we were pleased with the attention value of our opening color page advertisement and more Brush Duco was sold in the first three weeks than we had originally thought might be sold during the entire campaign.

Naturally, we are gratified and as you know, are continuing to use the Journal for this Campaign.

Very truly yours,

  
Wm. A. Hart  
KED

Director of Advertising

# NEW YORK EVENING JOURNAL

The largest evening newspaper circulation in America  
3c a copy daily—5c on Saturdays

# New York • • the most important market in the World

THE richest market in the world is concentrated within in the limits of Metropolitan New York.

There is more money in the New York trading area than in seven of our large states.

It is a quick turnover market. New Yorkers live well and they buy regularly and often.

New York is a very inexpensive market to sell because—

1. Its outlets of distribution are many and close together.

2. Its transportation facilities are rapid and cheap.
3. Salesmen live at home and traveling expenses are nil.
4. Its population can be reached effectively, dominantly and most economically, because one newspaper reaches 46 out of every 100 people who read evening newspapers in New York.

That paper is the *New York Evening Journal*.

Its circulation is 700,000—double that of any other New York evening newspaper—plus 100,000.

## What the New York Evening Journal did for DUCO

E. I. du Pont de Nemours & Co., makers of Duco, the new chemical finish for automobiles, furniture, etc., wished to introduce this product in the New York market—to build up the use of Duco in the home as an adjunct to its many industrial uses.

The co-operation of the *Evening Journal* Merchandising Department, the tremendously effective color-page advertisements in the *Evening Journal* itself, produced results far beyond their hopes or expectations. More Duco was sold to householders in the first three weeks than the du Pont Company had thought could be sold during the entire campaign!

*Average net paid circulation for six months ending March 31, 1926, was 696,447 copies a day*

# EVNING JOURNAL

*Am 100UBLE the circulation of any other New York evening paper PLUS 107,563*

# Detroit's Great Industry Is Ever Growing

*First Third 1926 Auto Production Exceeds That  
Of Other Years*



In 1925 the total production of passenger cars was eight times as great as that of 1913. Each year but two during this whole period has seen tremendous increases in passenger car production. In 1925 the increase over 1924 was 533,000 cars. During the first four months of 1926 automobile production is in excess of 1925 by 217,460 cars. A glance at the table below will show the tremendous volume reached by this industry which is centered about Detroit and which is causing Detroit to grow as no other city in the United States ever has. Detroit is enjoying a state of prosperity unparalleled in this country. For this reason if for no other Detroit should have your greatest advertising efforts. But there is another important reason and that is The Detroit News—the only medium in the United States covering a city of Detroit's size thoroughly, and enabling you to sell the whole Detroit market at one time and one cost.

|      | PASSENGER CARS | TRUCKS  |
|------|----------------|---------|
| 1913 | 461,500        | 23,500  |
| 1914 | 543,679        | 25,375  |
| 1915 | 818,618        | 74,000  |
| 1916 | 1,525,578      | 92,130  |
| 1917 | 1,740,792      | 128,157 |
| 1918 | 926,388        | 227,250 |
| 1919 | 1,657,652      | 316,364 |
| 1920 | 1,799,522      | 311,531 |
| 1921 | 1,452,902      | 142,402 |
| 1922 | 2,313,558      | 244,499 |
| 1923 | 3,563,785      | 374,421 |
| 1924 | 3,144,999      | 359,863 |
| 1925 | 3,678,328      | 475,029 |

## The Detroit News

Detroit's HOME Newspaper

# Mr. Oshkosh and Mr. Podunk Need Advertising in Mexico

A Returned Visitor Offers Suggestions to the Makers of Shoes, Trucks, Pianos and Other Things for Co-operative Advertising in a Rich Country Which Misunderstands Us

By Chester M. Wright

Of the American Federation of Labor

PRINTERS' INK carries the advertisements of many things that are used in Mexico, scores of its readers sell commodities in Mexico, American-made advertisements appear in Mexican newspapers and periodicals, American products, more than those of any other country, go into Mexico, but after five weeks in Mexico—busy weeks of looking, listening and pondering—I come away with the fixed notion that what most needs advertising, for the good of commerce, is the people of both countries. Mexico, as a country full of people, needs advertising in the United States and the United States, as a country full of people, needs advertising in Mexico.

Just now, trade with Mexico has fallen slightly, for no apparent good reason. Trade ought to be booming, and it is quite evident that Mexico's capacity to buy is growing each year. The reason for this is simple. With peace, Mexico is turning to work; work produces values and values can be exchanged for other values. It is doubtful if any other country in the world, not excepting the debt-burdened nations of Europe, is taking work as seriously as Mexico. Mexico is making a study of work, how to do it with best results and what to do with the results.

Mexico and the United States need advertising to each other because each has an altogether erroneous idea about the other. There are historical reasons for this wrong impression.

To most Mexicans, most Americans are "Wall Street"—pronounced "Wall Estreet" in Mexico—looking for a chance to continue the "conquistadore" business start-

ed under such auspicious circumstances by the late Mr. Cortez who landed at a beautiful spot which he named Vera Cruz (the True Cross) and proceeded to mop up and put away the gold in sacks for shipment to Espagna, f.o.b. caravels on the Mexican seaboard. The American in Mexico is still altogether too largely the much mistrusted Mr. Gringo. It should be apparent that nobody known by such a name as that is going to be taken into the bosom of the family and serenaded with the family guitar. Neither are his shoes, ships and sealing wax going to be regarded as *de rigueur*, if any others can be got.

## THE CONCESSION HUNTER

It may be granted, for the sake of saving a lot of debate, that many Americans in Mexico are just what a good many Mexicans think they are. The concession hunting portion of a nation has never been its proudest product. It may be its most adventurous, but it is seldom its most charming or most chivalrous. It is after rocks to load into the old tobacco box. It is on the hunt and the hunt is filled with the desire to get that for which the hunt was started. This may sound harsh to the American colony in Tampico and in Vera Cruz, but this is no debate with them; this is a discussion in calmer, more complacent purlieus, and for a much wider public. Let 'em roar in Tampico this week. The point is that there are only a few Americans in Mexico, compared to the hundred and several millions of them who are at home, hunting no concessions, just attending to business, wishing well to the world and

June 3, 1926

hoping there'll be a good movie in town on Saturday night.

Mexico may know the Americans who are in Mexico. It does. And at that it likes many of them and takes them to the Mexican bosom in regal manner. For myself, there is no spot in the world where life is more enjoyable, where friends come quicker and stay longer than in Mexico City. I know many persons who find it as I found it. To repeat, Mexicans know only the sample Americans who go rampaging, prospecting and bullyragging into the broad country below the Rio Grande. And, frankly speaking, it isn't a fair sample. Americans in Des Moines, Minnetonka, San Francisco and Decatur are not like the Americans who go to Mexico to see how far it is from the top of the ground to the top of oil, or how far it is from iron ore in Chihuahua to a bankroll in New York.

A goodly number of Americans in Mexico say right out loud, "This is a deuce of a country"—and some of them add, "We ought to show 'em how to run it." The American in Alliance, Ohio, says to himself: "I wonder if they really wear hats as big as they are in the picture," and that's as much as he cares about "civilizing" the country or fussing over whether the new land law is a terrible thing, or whether the president of the country sits on a red throne, as one delightful ignoramus had it in the public prints a few days ago.

The real Americans of America are all too little known in Mexico. They are almost a mythical race—and that's why America is to so many Mexicans "the colossus of the North," a great, man-eating terror that waits to swoop down on smaller nations without even giving them a chance to save the women and children first. Mr. Oshkosh and Mr. Podunk need advertising in Mexico.

Among ourselves we know perfectly well that Americans in the main and in the mass are very likable, decent people. They deal fairly with men and women, or

try to, they are tolerant, they have fairly good habits, and they don't pry any more than they can help into what the neighbors are doing. What they are to each other they are to all others who know them. And when folks think differently of Americans it is just a dead sure sign that they don't know us.

Too often, the Americano is the Gringo, and the Gringo was never any good to anybody except himself. Even the Rio Grande is different below the border. It isn't the Rio Grande to the Mexican; it's the Rio Bravo. The two countries can't even agree about a slinky streak of mud that separates one from the other—and it surely does separate!

#### THIS PICTURE HAS TWO SIDES

As every medal has its other side, no matter which side you're looking at, so this picture has its other side. If the American is a Gringo, the Mexican is a Greaser, and frequently he is worse than that—he is a "dirty Greaser," and it is meant literally as well as figuratively. Obviously, the answer to that would be to sell him more bath tubs; but instead of doing that in the proper spirit, we just go on calling him a "dirty Greaser," expecting him to buy the bath tubs in spite of our "approach" to the subject.

But, if the American in his native habitat is not as bad as the Mexican mind paints him, neither is the Mexican as he is on his native soil as bad as the American mind paints him, nor as negligible.

The population of Mexico is about 15,000,000, not counting oil wells and mines. The Indian has survived in Mexico, whereas he has all but perished in the United States. So there is a large Indian population, as well as a considerable mixed blood population. Then, there are the inhabitants of pure Spanish ancestry. But Mexicans regard every citizen as a Mexican. There is no distinction between races or racial mixtures, such as Americans know.

These people have the notion that Mexico is their country and that it ought to be run by Mexi-

1 copy daily to 4.3 persons  
in the city

1 copy daily to 7.5 persons  
in the 45-mile radius

—*that's penetration!*

Every evening The Indianapolis News circulates one copy to each 4.3 *persons* in Indianapolis. The Indiana Bureau of Census family is 4.1 persons.

On the same basis of calculation, the daily morning paper circulates 1 copy to each 8.0 persons, the other evening paper 1 copy to each 9.5 persons. *Both together* give the advertiser less city coverage than The News *alone*.

In the forty-five mile radius from the center of the city, The News circulates daily 1 copy to each 7.5 *persons*—a greater coverage in this large area than either of the other Indianapolis daily newspapers can give *in the city alone*.

That's penetration!

# The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York  
DAN A. CARROLL  
110 East 42nd St.

Chicago  
J. E. LUTZ  
The Tower Building

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June 3, 1926

cans. They have had this notion for a long time. Such names as Hidalgo and Juarez stand in Mexican history for that notion, just as the names of Washington and John Paul Jones stand for much the same idea here. That is the notion that has caused most of the international complications into which Mexico has been plunged. The great masses of Americans do not contest the idea of Mexicans in that respect.

Then banditry, such as it is, has stepped in to cause misunderstanding. But the amount of banditry in Mexico today, with an organized government functioning, is surely not more per capita than in New York or Chicago. Messengers carry sacks of currency through the streets of Mexican cities in daylight without the slightest fear and without loss. There is a safety of life and a respect for property in Mexico City that is not to be boasted of in many of our big cities.

The Mexican people are, in the mass, a courteous, hospitable people. They don't say "get the blazes out of here" to any who come to visit or to do fair business. And in general they tolerate much from visiting Americans that would not be tolerated from their own.

For these reasons, it seems to me that the thing most needed in the relations between the United States and Mexico is some real good, high-power advertising of the two peoples to each other. They need to know each other as they are.

Mexico is building good roads rapidly—and everyone knows that the rolling jitney follows the good road, and fill, it even to overflowing. Somebody has to sell the rolling jitneys and today the percentage of American cars to European cars is about as high in Mexico as in the United States.

Mexico is starting on an irrigation program that will bring 2,500,000 acres of desert into bloom with crops which will bring money which will be spent somewhere, and probably with those who get themselves best known

and most favorably known there.

Mexico is coming into the market for hundreds of plows and all the things that follow where plows go, which include shoes and clothes and innumerable other items of wear, comfort and pleasure. Where the plow goes the Victrola eventually follows.

In other words, Mexico is a growing, developing marketplace where American goods may be sold. The rub is that today, as in the past decade, the attitude most generally represented as the American attitude toward Mexico is that of a very small group, interested, not in making friends with Mexicans or in selling fairly to Mexicans, but in taking vast wealth out of Mexico without any more consideration of Mexico and Mexicans than is absolutely necessary.

Mexico, today, is not the heaviest buyer in the world, but it is a consistent buyer and it pays for what it gets. But the thing worth looking at from the angle of, for example, the army of national advertisers in America—the sellers of commodities that keep factories running—is the future business of a nation just coming to the point where it is thinking about climbing into the clothes of civilization. What a shoe market there will be when half the Mexican peon population gets to wearing shoes! That ought to come within the next five to ten years. And, Cicero Jones! When the masses of Mexican women get to the lipstick stage, there will be an outlet for that decorative article that will be amazing.

#### American Crayon Buys Standard Ink

The American Crayon Company, Sandusky, Ohio, has purchased the plant and equipment of the Standard Ink Company, Minneapolis, Minn., and will move it to Sandusky for the purpose of manufacturing "Permax," a new writing fluid in paste form.

#### Tung-Sol Lamp Income Gains

The Tung-Sol Lamp Works, Inc., Newark, N. J., reports a net income of \$164,372, after charges, for the first quarter of this year. This compares with \$127,059 for the same quarter in 1925.



The constant growth of Harper's Bazar reflects the increase of wealth throughout the country.

\* \* \*

Every issue is greater in number of readers and in advertising lineage than the corresponding issues in 1925.

\* \* \*

For the first half of 1926, Harper's Bazar shows an average advertising lineage increase of 15.4%.

\* \* \*

The growth of Harper's Bazar, paralleling the growth of the wealth group, demonstrates its thorough coverage--not duplicated by any other single publication--in this exclusive classification.

\* \* \*

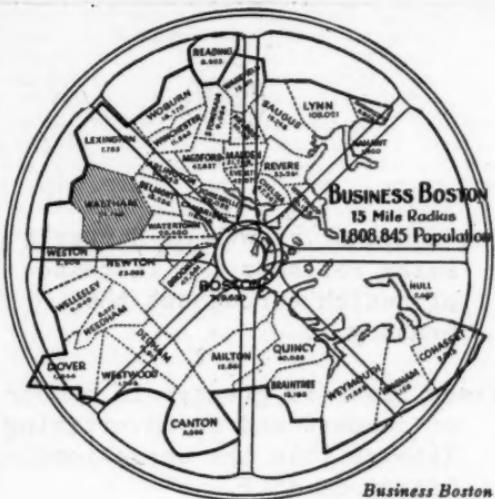
H A R P E R ' S   B A Z A R

*Kearne Drake*

Business Manager

119 West 40th St  
New York City

June 3, 1926



*Business Boston  
is a wheel—  
not merely a hub*

## BUSINESS BOSTON

- fourth in richness
- second in concentration
- first in ease of entry

**Fourth**—Business Boston, the great, populous area lying within a radius of 15 miles of the center of Boston, is the fourth richest area in the country. Here 1,808,845 people live and work and play. Prosperous, fundamentally stable yet active, alert and responsive, this market must figure in national selling plans. It must be captured.

**Second**—This is the second most concentrated market in the country. Only New York has more people to the square mile. And concentration means ease of access.

**First**—Because of a certain peculiar condition, Business Boston is, we believe, the easiest of the country's concentrated markets to reach, to influence, to sell. On the map, Business Boston is 40 cities (of which Waltham is but one), where live nearly two million people. But this apparently close-knit population is no more a single unit than it is forty. To reach all these people, you must act on the knowledge that—

**There are two sides  
to Boston**



Waltham is but one of the 40 towns and municipalities within a 15-mile radius which together make up Business Boston. Within this radius are concentrated nearly two million people. Just beyond this, yet within 30 miles of the center of Boston, live nearly a million more. Nearly three million people, living within a 30-mile radius, are reached and influenced by Boston newspapers.

From 40 has come two. For Business Boston is a divided market, consisting of two great population groups that differ in origin, sentiment and tradition. So sharp is the invisible line of separation that no one newspaper can successfully appeal to both these groups.

Of the four major Boston newspapers, three appeal to one of these two divisions among the people. The other, and more important group, is covered by the *Herald-Traveler* only. Thus, to cover Boston adequately, you must use the *Herald-Traveler* and at least one other paper.

We know of no other concentrated market that is so simply constituted, where 40 become but two. Read the complete story of this remarkable situation in our booklet, "Business Boston," which contains facts as essential to your understanding of Business Boston as they are surprising. A note on your business stationery will bring the booklet promptly.

## BOSTON HERALD-TRAVELER

Advertising  
Representative

George A. McDevitt  
Company,  
250 Park Avenue  
New York, N. Y.  
914 Peoples Gas  
Building  
Chicago, Ill.



For five years the Herald-Traveler has been first in National Advertising, including all financial advertising, among Boston daily newspapers.

June 3, 1926

Year after year

The Cleveland  
Plain Dealer  
publishes

More National  
Advertising

than all other  
Cleveland Newspapers  
combined!

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# Why Limit Credit Department Letters to Dunning Notes?

How Procter & Gamble, Mishawaka Rubber & Woolen Mfg. Company, Safe-Cabinet Company and Others Answer This Question

By Maxwell Droke

DEAR MR. BLANK:

When I receive a letter from a business house, I have a habit of glancing first of all at the signature of the executive. Maybe you have that habit, too.

When you saw that this letter was from the Credit Department, I expect you said to yourself, "What are those folks writing to me for? Our account is in good shape."

But that's the very reason we are writing to you. You know, there's a rather widespread notion that a Credit Man gets a lot of pleasure out of sitting back in his cage and dictating fussy little notes beginning: "Dear Sir: Your account is long past due. . . ." But that sort of thing grows mighty monotonous.

At this season of the year when we're all bubbling over with good-will, the Credit Department is bound to catch the spirit, and so I thought today that I would just like to write a little note to tell you that we certainly appreciate the nice business you have favored us with.

It is mighty seldom that this department has an occasion to write you regarding the condition of your account, so we don't have much of an opportunity to get acquainted. I guess it's a good thing for me that all of our customers don't pay as promptly as you do. If that was the case I'd be out of a job!

Here's wishing you an abundance of prosperity for the New Year!

Sincerely,  
*Credit Manager.*

THERE'S a letter that upsets just about every tradition of the credit department. Nevertheless, this unique missive proved to be a genuine success. It is a significant fact that the letter was sent out, not by a small, struggling concern, but by one of the largest institutions of its kind in the country.

The letter was mailed, during the holiday season, to a carefully selected list of customers, and the company received scores of replies from the trade, commenting favorably upon it. Even as late as March, dealers were still talking about "that friendly letter from your credit department." Wherever the company's salesmen go, the

letter is likely to be the first topic of conversation.

\* \* \*

As I travel about the country, I find that one of the most interesting developments of the last two or three years, is the steady process of humanizing our credit departments. Credit executives are writing more courteous and effective collection letters than ever before. And now, some of the most progressive men are going a step farther. They are no longer confining their correspondence to the monotonous routine of dunning letters. Every day they are writing a goodly number of what may be termed "bright-side" letters.

For example, every credit manager receives reports from time to time which indicate that a certain customer has bettered his credit standing. Too often, these reports are cast into the files with no particular regard for their business-building value. But here and there are credit men who are getting great value from these data. When such reports come in, they take advantage of the opportunity to write the debtor firm a friendly letter of congratulation. Of course, these letters must be tactfully worded.

A similar opportunity is afforded when the credit manager learns that a certain customer has had an unusually profitable year. Surely, the credit department is concerned, as much as any other branch of the business, in the customer's financial welfare. Why shouldn't the credit manager dictate a little note expressing sincere pleasure at this evidence of prosperity?

Discussing this very point, a certain well-known credit manager said to me, just the other day: "So far as the customers of a

June 3, 1926

house are concerned, the credit manager must, of necessity, be wrapped in a cloak of invisibility. He seldom gets out to call on the trade in person. They know him and judge him largely by his letters. I see no logical reason in the world why he should always display the sombre side of his department. For my part, I believe in a frequent display of the silver lining. Our department is writing an increasing number of letters on cheerful topics."

This assertion that "bright-side" letters are profitable and appreciated, is by no means an unsupported theory. Credit executives of The Procter & Gamble Company have for many years been writing just such letters; taking care, of course, to make the letters not too effusive and in keeping with the spirit of the institution.

The Hoosier kitchen cabinet folks make it a point, whenever a dealer sends in a statement or other data indicating a strengthening of his financial position, promptly to dispatch a letter of commendation. That dealers like to receive such letters is evidenced by the fact that, to quote an executive of the Hoosier company, "Almost without exception these merchants write and thank us for our kindly interest."

"I am heartily in accord with the contention that correspondence in the credit department should deal with something else besides the unpleasant phases of credit work," declares J. C. Locke, credit manager of the Mishawaka Rubber & Woolen Mfg. Company. This concern is one of the largest of its kind. Mr. Locke says: "We think these so-called 'bright-side' letters have a very important place in credit work. They go a long way toward evening up for those letters which, in the very nature of things, must be more or less unpleasant."

"It is refreshing and encouraging to have someone bring up this subject of 'humanizing' the credit department," declares R. E. Toler, chief credit executive of the Safe-Cabinet Company. "There are bright spots in credit and collec-

tion work, just as there are bright spots in every phase of human activity."

Mr. Toler tells an interesting story to emphasize his point that "the human touch" in a credit department pays decidedly definite and tangible dividends.

"We have a customer in a section of Massachusetts where, until recently, cotton print mills were the chief industry.

"There was a shift in this industry, from New England to the South. Naturally, the community suffered heavily in a business way.

"Our customer got behind in his account. However, we had dealt with this man for eight or ten years. We knew him to be a hard-working, energetic and conscientious gentleman. So, with our faith in the integrity and energy of this customer, we felt justified in letting the account grow to more than twice the size it should normally have been.

"We kept in close touch with the dealer and wrote him just as frankly as we would have talked to him across our desk. He understood the situation, and understood us, and replied in the same spirit.

"When at last the tide turned, and our customer began gradually to cut down his balance, we continued to write encouraging and appreciative letters, and to do everything possible to be of sincere service. Today, this man has his account well in hand. He is taking care of invoices practically at maturity, and is doing a good business.

"On the second of January, of this year, our Eastern district sales manager visited the home office and volunteered the information that our credit extensions and friendly co-operation enabled this merchant to avoid bankruptcy.

"We thus saved a splendid fellow and retained a customer. I believe we are entitled to consider this a genuine service to the customer, to ourselves, and to business."

And now, by contrast, some experiences from the smaller firms: Over in Illinois there is a little

# Schwab Is Right!



**N**a recent talk before the Syracuse Chamber of Commerce, Charles M. Schwab expressed himself as being very optimistic towards America's immediate business future.

Certainly the man who is in business in America today has opportunities unparalleled at any other time in the history of our country. If he does not take advantage of these opportunities, he has no one but himself to blame and advertising in the *right* medium—with the *right* copy is one means of quickening sales.

There are still advertisers and agents who are not covering new mass markets developed since the war—and this will be true so long as there are advertisers and agents who do not carefully weigh and consider TRUE

STORY'S necessary two million plus before they finally accept it or reject it as an advertising medium.

Of course, we cannot expect to carry all the advertising to which we are entitled, but we have evidence of the fact that advertisers and agents are giving more and more consideration to the TRUE STORY market—and the most positive evidence we have is the ever increasing number of national advertisers who are using TRUE STORY during 1926 for the first time. As well as those who are renewing their contracts !

# True Story

*"The Necessary Two Million+"*

**"GREATEST COVERAGE—LOWEST COST"**

concern that bids fair to attain sizable proportions, because of its friendly policy.

Executives of this firm keep in close personal touch with every customer. There are no routine collection letters. Each case is carefully studied and letters written to meet the individual situation.

Here is a typical example selected from the files:

DEAR MR. \_\_\_\_\_:

One of the pleasantest things in this morning's mail was your check for \$283.72, covering our last invoice.

I was particularly glad to note that you took advantage of the 2 per cent cash discount—not only because we can use the money to good advantage right now, but because it indicates an increasingly profitable state of affairs out your way—and that's mighty good news to all of us.

With every good wish for your continued success, we are

Sincerely,

The story has probably already been told of a young man who started a grocery store in a little town out in Oklahoma. But this experience illustrates our present point so clearly that I am venturing to repeat it.

Everything was running along smoothly with this young merchant, until one night his store caught on fire, and his entire stock of merchandise was destroyed.

It was a staggering blow, but in a few hours time, the dealer had written detailed letters to the various jobbing houses which had extended credit, advising them of the exact situation. He assured them that the stock was practically covered by insurance, and that they would all get their money in a short time; in the meantime, it was his plan to start another store, in a new location. Naturally, this meant stretching a point, and extending credit beyond the normal limit. But considering the fact that the dealer had a sound credit record, and a very high standing in his community, the request would appear at least worthy of careful consideration.

Here, apparently, was an opportunity to tie that merchant up to the house for years to come, by displaying just a little human in-

terest and sympathy. But the amazing fact is that the jobbers allowed this golden opportunity to slip by. They replied with perfunctory "Yours-received-and-in-reply-will-state" notes intimating that they might consider extending credit "up to a reasonable amount" provided the situation looked favorable after a thorough investigation. And they appeared in no particular hurry to start the investigation.

Only one concern in the lot showed common sense and gumption enough to handle the situation intelligently. The credit manager of this concern promptly sent the following special delivery letter:

DEAR MR. JONES:

I just want to say at the outset that the splendid spirit evidenced in your good letter of June 18th is a real inspiration to all of us here at the office. We believe in you. We are for you. And we know that with your spirit you are bound to win.

Our Mr. Henry has told us several times that you are a live, progressive merchant. He looks upon you as a "comer." And his judgment usually is pretty sound. This, of course, is an added reason why we wish to do everything we consistently can to help you make a new start.

You appreciate, of course, that this is a matter which cannot well be handled by correspondence.

There are so many details to be discussed. So Mr. Henry and the writer have decided to run down to Small Town and talk things over with you. You may expect us on Tuesday morning.

Thanking you for the frank and thorough letter which you wrote us, we are

Yours very truly,

This little experience happened about eight years ago. The young merchant now has the largest store in town, and is operating branch stores in two other communities. I might mention that he is placing most of his business through one jobbing house.

Roll your own moral!

#### Underwear Association to Continue Campaign

The co-operative advertising campaign of the Associated Knit Underwear Manufacturers of America will be continued until July, 1927. The program, which calls for the expenditure of \$125,000 in newspapers and business papers, was approved by the advertising committee of the association which met at Utica, N. Y., last week. Byron G. Moon is advertising director.

# Men Folks, Too!

THE WORLD and THE EVENING WORLD had the distinction of announcing early this year that the seventeen leading department stores of New York carried 22.5% of all their 1925 newspaper advertising space in these two mediums. Nothing could more clearly demonstrate the proved woman's interest of this WORLD SERVICE.

It appears further that the following fifteen leading men's wear advertisers did even better than the department stores by placing 24.4% of their combined total 1925 lineage in THE WORLD and THE EVENING WORLD.

Wallach Brothers  
Weber & Heilbronner  
Brill Brothers  
Rogers Peet Co.  
Moe Levy & Sons  
John David  
Bond Clothes

Monroe Clothes  
Joseph Hilton  
Brokaw Brothers  
Arnheim  
Nathan Trivers  
Samuel Blum, Inc.  
Clemons

Alfred Benjamin Co.

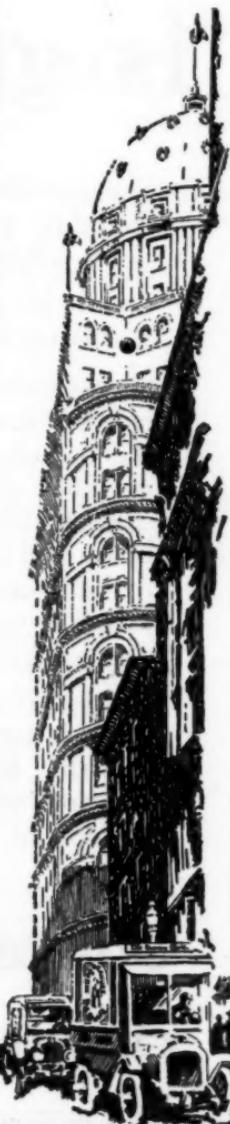
With both the man and the woman registering their dependence on WORLD SERVICE, as indicated by the advertising figures, there doesn't seem anyone left in the family to interest.

**The World**

*The Three-Cent Quality Medium of  
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK

TRIBUNE TOWER, CHICAGO



# "Go Chicago!" A is going—and g

The population of Chicago is now 3,048,000 according to estimates issued by the Federal Census Bureau.

This is an increase of 346,395 over the 1920 census report.

Metropolitan Chicago—the city and its 50-mile radius—is a market unlimited in possibilities for the manufacturer who will CONCENTRATE his sales efforts in this rich and responsive district. Because of CONCENTRATED population and MASSED buying power it is possible to build maximum sales volume at minimum expense.

The great HOME newspaper of Metropolitan Chicago is the Evening American. This newspaper is keeping pace with the city's marvelous growth. It should be the back-bone of any campaign where maximum coverage of Chicago is essential.

## Concentrate Your Sales Effort A market always staple and

# "And Chicago growing, too!

Concentrate your sales efforts in Metropolitan Chicago.

Concentrate your advertising in the Evening American because it

**Reaches more homes in Metropolitan Chicago than any other daily paper.**

**Has more city and suburban circulation than the second evening paper has total circulation.**

**Enjoys the confidence of one of the greatest reader audiences ever developed by an American newspaper.**

Chicago and the Evening American is a combination that manufacturers may rely upon for PRECISE RESULTS in a market always staple and responsive to advertising.

*Efforts in Chicago—  
and responsive*

A thousand people—any people, anywhere—are certainly equal in number to a thousand readers of the New York Herald Tribune.

Equal in number.

But—

Not equal in purchasing power—not equal in reader response—not equal in the ability to buy advertised merchandise.

The Herald Tribune is a preferred morning paper for the most substantial element in the metropolis.

*That is what makes it the preferred morning paper of advertisers who analyze values.*

They know that the Herald Tribune reaches readers who are really able to buy.

*It is, in addition, the fastest-growing standard size morning newspaper in New York.*

# New York Herald Tribune

FIRST TO LAST: *The Truth*  
NEWS · EDITORIALS · ADVERTISEMENTS

# When Is It Best to Use a Negative Appeal?

Why the Dexter Rubber Manufacturing Company Is Giving a Humorous Slant to Its Negative Argument

By Martin Hastings, Jr.

WHEN is it advisable to give a negative appeal to advertising copy? Is there any rule that can be reliably followed in deciding whether the appeal should be made positive or negative? Or is it best to play safe and never use the negative appeal?

Since the second question is the easiest to answer, let us tackle it first. The answer is, there is no rule. The third question can be disposed of almost as quickly. There is decidedly a place for the negative appeal in advertising. The field of usefulness for the negative argument is not nearly so large as the field for the positive plea, but there are times when a point can be made most effectively by dwelling on the unattractive side of the picture.

That brings us back to the first question — when to use the negative slant. Copy ideas are inclined to run in epidemics. In fact, this is true of all ideas. Ideas are evidently contagious. Someone gets the idea of flying to the North Pole, and presently there are numbers of fliers with the same ambition. Someone starts a sandwich shop or a zig-zag lunch counter and before long we find eating establishments of this kind being started all over the country.

If it is true that ideas are contagious, that probably explains the present vogue of negative copy. Perhaps never before has so much negative advertising appeared as is running today. That, however, is a poor argument for the negative appeal. The fact that other advertisers are attempting to sell their products by depicting the dire consequences of not using them is no reason why another advertiser should follow in the same strain. Every advertiser who is today putting a negative slant into his appeal may have the best of reasons for following that plan, but these reasons may not apply to another business as well.

It would seem, therefore, as if every advertiser must answer the question for himself. He must determine what sort of an appeal will best sell his goods. What this appeal should be will depend largely on his

of his market and the educational work previously done in the industry.

At any rate, these were the factors that were taken into consideration in planning the present campaign of the Dexter Rubber Mfg. Co., of Goshen, N. Y. This company makes a line of rim flaps, tire flaps, cord patches, repair kits, hole



Nobody loves a flat tire

Flat tires always come at the most awkward time. They cost you more time and money than half your flat tires ever from punctures.

Why tolerate slow looks in your clincher tires? Their looks usually come from persons who can be prevented.

Worn-out tires wear more, your clincher tires wear good and straight. On your cars, these tires wear much wet rusty metal between the beads. What is the result?

Rust causes more flat tires  
than punctures do

But a clincher's never strong. It makes your tires narrow and less comfortable for you to sit in. And they're not big enough to fit over the wheel.

The life of your tires is cut in half. You have flat tires you can hardly avoid. Why not risk never having them again?

Apply D-D Stock-Rite rim flaps. They protect the tires from water, rain, road dust and all of the things that cause flat tires.

Apply D-D Stock-Rite rim flaps. They protect the tires from water, rain, road dust and all of the things that cause flat tires.

Apply D-D Stock-Rite rim flaps. They protect the tires from water, rain, road dust and all of the things that cause flat tires.

Dexter Rubber Mfg. Co., Goshen, N. Y.



THIS ADVERTISER FINDS AN EFFECTIVE WAY OF USING THE NEGATIVE APPEAL

pluggers, etc. Flaps are its principal product.

The problem which this company faced was to get car owners to realize that they can get double the mileage out of their tires by taking proper care of them. The Dexter line is designed to help people to get this extra mileage. The rim flap, for instance, is intended to keep the rust which forms on clincher rims from being ground into the tube. Rim rust causes more flat tires than punctures. The rust quickly eats into the rubber, weakens its structure and makes it porous.

The tire flap is made for use in straightside tires. These flaps not only protect the tubes from rust, but they also keep the tube from being pinched between the sides of the tires.

The majority of Fords, Stars, Chevrolets and Overlands are delivered with clincher rims and without flaps. It is estimated that there are ten million such cars without flaps in this country. This, then, represents the original market for rim flaps.

Practically all other kinds of cars have straightside tires. They come from the factories equipped with flaps. It is almost impossible however, to put back one of these flaps properly when a tire is changed. A new flap should be used each time a change is made. The market for this type of flap, therefore, is limited only by the number of times the straightside tires in use are changed.

Hence, there are two distinct flap markets, amounting in all to nearly twenty million cars. It was the job of the advertising to appeal to both. The company decided that its first attack should be to make the automobile-owning world flap-conscious. The average car owner does not know that he has such things as flaps in his tires, or that he needs them if he hasn't.

To make these twenty million owners flap-conscious, it was decided to use educational advertising of the intensive type. The copy is highly explanatory. It goes into details as to why tires require flap

protection. It is written on the assumption that the reader knows little or nothing about flaps or the need for them.

The copy is negative only in the sense that it states the facts as to how rust injures tubes, how cheap, worn-out or improperly installed flaps cause tire trouble and why tire cuts, breaks and bruises should be repaired promptly.

But it is when we examine the illustrations in the Dexter campaign that we find a pronounced negative note. The illustrations are drawn by a famous cartoonist. The cartoons picture the plight of the motorist who is having tire trouble. The sweating figure who is shown pumping air into his deflated tire is pictured pathetically, but to the reader the spectacle is funny. Mother and little Willie are shown in the distance, with mother advising Willie: "No, dear, I really wouldn't speak to papa just now." Another cartoon shows a tragic motorist, looking for something. All the tools, clothing, blankets, cushions and other loose objects that were in the car are scattered on the ground. Mother is saying to the bewildered driver: "If it's the jack you're looking for, Wilbur dear, Junior says he was playing with it at home and didn't put it back." Junior is peeking out from the folds of mother's skirts.

One cartoon pictures a man dressed for the theatre changing a tire. His wife, standing by is saying to him, "So far we're just twenty-nine minutes late, Horace." In still another illustration mother and the offspring are shown walking to a safety zone. Dad, in the background, is struggling with a tire. Mother's monologue explains the tragedy. She says: "We'll just move out of earshot, Junior, while daddy is trying to get that old flap back in smooth."

All the illustrations are of a similar nature. They picture the tragedy of tire trouble and at the same time poke fun at it. While the motorist may think he needs sympathy, the facts are that tire trouble in most instances is due to

# They get Results

Local display and classified advertisers would not show such an overwhelming preference for The Times-Picayune day after day, year after year, if it were not the paper possessing outstanding pulling power in the New Orleans field.

*General Representatives:*  
**CONE, ROTHENBURGH & NOEE, INC.**

New York, Chicago, Detroit,  
St. Louis, Kansas City and Atlanta

*Pacific Coast Representatives:*  
**R. J. BIDWELL & CO.**  
San Francisco, Los Angeles and Seattle

# The Times-Picayune

FIRST FOR THE SOUTH

June 3, 1926

neglect or carelessness or to not knowing how the trouble could have been prevented.

The Dexter Rubber Mfg. Co. sympathizes with the motorist who is having tire trouble, but it believes that the best sympathy it can extend him is to give him help. It is maintaining in its advertising that the D-D line of products will give him help and at the same time prevent much of this bothersome tire trouble. To let the car owner know that such help is available, is the object of the advertising.

Presenting the message in a humorously negative manner, it is believed, is the best way to make the automobile driver flap-conscious. The results achieved by the advertising thus far seem to justify this assumption.

### New York Business Publishers to Meet

John H. Van Deventer, president of the Engineering Magazine Company, New York, is scheduled to speak at a meeting of the editorial conference of the New York Business Publishers Association at New York on June 11. His subject will be "Are the Business Papers Keeping Pace with the Evolution in Reader Needs?"

An election of officers will be held at this meeting.

### A. S. Waldo with San Francisco "Bulletin"

A. Stone Waldo, formerly manager of merchandising service of the San Francisco *Bulletin*, has been appointed national advertising manager of the San Francisco *Daily News*, succeeding L. H. LaRash who has joined the staff of the Fresno, Calif., *Bee* as advertising manager.

### C. F. Kelly Buys Fall River, Mass., "Herald"

C. F. Kelly, president of the Kelly-Smith Company, New York, publishers' representative, has purchased a controlling interest in the Fall River, Mass., *Herald*, from Ross F. Walker, of Akron, Ohio. The Kelly-Smith Company will represent the *Herald*.

### W. A. Small, Jr., Returns to G. Logan Payne

William A. Small, Jr., for the last year Western manager of the New York *World*, has rejoined the G. Logan Payne Company, publishers' representative, Chicago. He had been with the G. Logan Payne Company for ten years before joining the *World*.

### New England Foreign Trade Conference at Boston

About 100 business men interested in exports attended the New England Foreign Trade Conference at Boston on May 26 and 27, which was held under the auspices of the Boston Chamber of Commerce and the New England Export Club.

The principle speaker of the first general session was Paul T. Cherington, of the J. Walter Thompson Company, New York, who spoke on "The Why of New England Exports." Mr. Cherington showed how New England had overcome business obstacles in the past and said that it must now look over the seas for opportunities.

Other speakers at the conference were: Victor M. Cutter, president, the United Fruit Company; Louis K. Liggett, president, United Drug Company; Walton L. Crocker, president, John Hancock Mutual Life Insurance Company; W. P. F. Ayer, vice-president, Walworth Company; Ernest W. Hatch, credit manager, Carr Fastener Company; George L. Richards, Automobile Insurance Company of Hartford; C. J. Mooney, Firestone-Apsley Rubber Company; Dr. Julius Klein, director of the Bureau of Foreign and Domestic Commerce; W. Irving Bullard; H. A. Sweetser, district manager of the Bureau of Foreign and Domestic Commerce; Charles E. Spencer, First National Bank of Boston; V. E. Parmenter, export manager of the Dennison Manufacturing Company; A. S. Hillyer, Bureau of Foreign and Domestic Commerce, and R. J. Collins, credit manager, Gillette Safety Razor Company.

### F. H. Salsman and J. H. Pouher Join Paul Block

Fred H. Salsman, formerly with the national advertising department of the Hearst Publications, and John H. Pouher, formerly with Robert E. Ward, Inc., publishers' representative, have joined the Chicago office of Paul Block, Inc., publishers' representative.

Paul V. Hanson, who has been associate manager of the Boston office of Paul Block, Inc., has been transferred to the New York office.

### New Account for Roche Agency

The Chicago Concrete Post Company, Chicago, ornamental concrete lighting systems and concrete products, has placed its advertising account with the Roche Advertising Company, also of Chicago. Business papers are being used.

### Ajax Changes Name to Nash Light Six

The Nash-built Ajax will be known hereafter as the Nash light six. The Ajax Motors Company, a subsidiary of The Nash Motors Company, Kenosha, Wis., having been entirely absorbed by the parent company.



"----- enjoyed its practical discussion of a type of situation constantly arising between the bank executive and the customer" \*

## Practical Readable Adaptable

Letters from readers are full of adjectives like these, which indicate the acceptability that is back of the unusual pulling power of our advertising columns

# NATION'S BUSINESS

Washington

Circulation 221,000 (Member ABC)

\* A Pennsylvania banker's comment on one of the Dale Graham articles now appearing.

June 3, 1926

JUN

## Of the Total Advertising Lineage

Carried in March by the  
Six National Farm Papers:

# The Country Gentleman

## Carried 37.2%

The 2nd Paper carried 19.5%  
The 3rd carried . . . 16.0%  
The 4th carried . . . 10.4%  
The 5th carried . . . 9.8%  
And the 6th . . . . 7.1%

RANKED thus on volume of total advertising *The Country Gentleman* carries nearly as much as the second, third and fourth papers combined. On the basis of advertising directed purely to the farm or the farm home its showing is even more impressive for it carries about 1400 more lines of such advertising than the combined total of the next three papers.

In quality of contents, in size of circulation, and in volume of advertising *The Country Gentleman* holds such a position of leadership that it is the one farm paper you need to use today to reach modern American farm families.

# *The Country Gentleman*

more than 1,200,000 a month

THE CURTIS PUBLISHING COMPANY  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago,  
Boston, San Francisco, Detroit, Cleveland

If any of our  
representatives tell  
you that  
the Greater Detroit  
Market can  
be covered by the  
Detroit Times  
*alone* please send  
him back to his office  
for new instructions.  
No single paper  
can do the job single  
handed—but  
the *two* evenings and  
two of the three  
Sundays *can*.

# Removing the Pressure from High-Pressure Selling

Try to Show Salesmen How to Strike a Happy Medium Between High-Pressure and Weak-Kneed Selling

By A. H. Deute

General Sales Manager, The Borden Company

ONE of the hard things for the young salesman to learn is the difference between staying with a man and forcing him to place an order and staying with him and presenting your argument so that he wants to buy your product.

The last mail brought in a very interesting letter from one of these young salesmen. The interesting point is this sentence:

"I have learned one very important thing about these jobbers and that is that you don't want to rush them or hurry them; you must not let them think you are trying to sell them something; what you have to do is make them tell you that they want the goods."

The man who wrote that letter is a hard selling youngster. He is determined and persistent. He has gone a long way in the selling business through sheer force of character and unwillingness to take "no" for an answer. But this is the first indication that he will probably become an outstanding salesman. Many a salesman never does come to know and understand the difference between outwitting a customer and inducing him to want to buy.

It is a real problem for the sales manager—trying to get this home to his men. If the sales manager counsels his men to take it easy with the prospective buyer, all too often his men will get the idea that they should take their time, possibly calling a half dozen times on a prospect before really trying to sell. Easy going, indifferent selling, which takes "no" for an answer this time and hopes for better luck the next time, is mighty unprofitable for the house. Furthermore, it is entirely wrong to say that is the best way to

develop the buyer. Countless "salesmen" have tried to bluff their way along by telling their sales managers that they were building friendship for themselves and confidence in the house and themselves and that these things combined with steady and regular calls would, in the long run, develop business.

No sales manager can satisfy a board of directors or a group of stockholders with the story about building up friendship and good-will and leaving the orders to take care of themselves.

So the sales manager, knowing that he has to develop business, puts it to his men to go out and get the orders and get them on the spot. The result is apt to be the development of "high-power" selling.

Many a retailer has definitely made up his mind over and over again to have nothing to do with specialty men who try to get him to take on their line. They find themselves out-generalized and out-talked by glib salesmen only to find that they have been loaded up with a deal or something which they don't want and wish they hadn't bought.

## THIS RETAILER OVER-BOUGHT

They tell a story about an Italian retailer in Omaha who had had many sad experiences with high-powered salesmen who loaded him up with fancy deals. This good-natured and sympathetic Italian found it very difficult to refuse to buy from the persuasive salesmen who called upon him. All his resolutions to the contrary, he would weaken under pressure of hard talking and coaxing. So he worked out a new system which he has found very effective.

A specialty man walks into this

Italian's store. Tony comes out from back of the store.

The salesman says: "Good morning!"

Tony says: "Good morning. You specialty man? Yes? All right. Send me one case. Good-bye!"

That is all there is to it. Tony has disappeared behind his pile of merchandise. He refuses to talk any more. He feels he has done his duty by himself and by the world in general. He has purchased one case. He doesn't know, neither does he care what he is going to get. He feels he can get rid of one case of anything easier than he can get rid of one salesman.

Many a sales manager shrugs his shoulders. He has to get the business. He employs men whose sole job it is to get orders. He might like to be altruistic and patient and build sweetly and pleasantly over a period of time, but no group of directors or stockholders is going to stand for that sort of thing. They want orders at a profit so that the plant can be run at a profit and dividends paid. They can hardly be expected to have a composite mentality which is even mildly interested in the beautiful experience of building consumer acceptance and consequent perfect distribution, with repeat orders and all that sort of thing. And so the sales manager bears down on his men and they in turn bear down upon the prospective buyers. And they either come in with the orders or they get dropped from the force. And that's all there is to it.

"I know we're guilty of poor selling," a sales manager said to me the other day. "But let me intimate to my men that I want them to take more time, and watch my volume drop. I'd rather take a chance on a lot of cancellations than on business dropping. If I could get it over with my men that I want them to sell thoroughly and that selling thoroughly doesn't mean forcing a man to buy against his will, nor being willing to take a turn-down a half dozen times, I'd be in a fortunate position."

Here and there, one runs across salesmen and sales managers who appreciate the situation and are actively working to combat high-pressure selling and also combatting easy going selling by trying to make it clear to their men that neither high pressure work nor indifferent, friendly calls will accomplish results; but that what is required is twofold—a more thorough knowledge of the goods and the service they render plus a better understanding of how to present these advantages. As Willard Cook, a Western sales manager for a candy line expresses it: "Teach the prospect why he wants to buy—so thoroughly and conclusively and logically, that he makes you send the goods to him."

#### HOW TO LEARN THE CHARLESTON

"It's just like learning the Charleston," a salesman I met in the West recently said to me, while we were discussing this subject. "When you don't know it, it seems the hardest thing in the world. When you once have the hang of it, you wonder how you could ever have found it puzzling. You either do it or you don't do it. But if you just keep at it, sooner or later, you get it through your head, and the rest is just natural."

A certain city in which there are about a thousand grocery stores was divided into two sections and two new salesmen were hired to perfect distribution on the strength of the national advertising which was running and the local work which would soon start.

Within sixty days these men, both working hard, had developed quite a respectful showing. One man had built up around 80 per cent distribution in his half of the city and the second man was around 70 per cent. The men were held over to cover the market for a further period of time.

On the second trip around, neither man did much business. The local advertising had just started and the goods had just been received by many of the dealers. But the men spent their time improving store displays and,

in general, improving distribution.

The third trip around was to tell the tale. The first man, who had built up a distribution of some 80 per cent on his first trip, was immediately in difficulty. Many a dealer made it plain that the demand which the salesman had prophesied had not materialized and for that reason he was going to send the goods back to the jobber. In some cases, dealers had already returned the goods. "This is a good deal like a lot of other new lines," the dealer would say. "They just don't take hold. You did your job. You got the goods into the stores. We did our part. The advertising may have been pretty fine. But people didn't respond. Your house is just out of luck. Of course, I'm sorry, but I've had to return the goods to the jobber. I don't suppose you'll be selling this stuff very long, but I'm hoping you'll get a better line next time."

It was hard to understand, then, how it was possible for the other man in the same town to send in really fine reports with good batches of repeat orders to back up his statements. Salesman Number Two, who had built an original distribution of some 70 per cent, was plodding along, making ten to twelve calls a day, selling seven to eight orders a day and feeling optimistic.

The first thought would naturally be "Different parts of the same town often react differently toward the same line." But this had been anticipated by the men, in the first place, each having been given parts of the poorer districts and parts of the better sections.

The sales manager spent two days with each man. And then his problem was solved, at least insofar as that mystery went. The first salesman's talk had been about the strength of the advertising, how it would bring about a sure demand and how the dealer who did not have at least a case on hand would simply be an out-of-date merchant. He implored his dealers to give him and the line and the advertising a chance—just

put in a trial order to have some of the goods on hand. "Then you'll realize what a demand there is and you can easily re-order. The man who gets the business is the man who has the goods."

In store after store, he "pushed over" an order. He realized the dealer did not want the line. He agreed with the dealer that that was so. "But," he explained, "I don't ask you to like it or want it or use it. You're not a collector of merchandise, anyway. You're a buyer and seller. I'm asking you to put this in because it will move and make you a profit." In the end many a dealer felt mildly hopeful that he could get rid of the salesman and also, a little later, get rid of his initial order. And so distribution was perfected.

#### ANOTHER TYPE OF SELLING

Salesman Number Two exhibited an entirely different style of selling. He was a somewhat older man—rather more quiet and deliberate. He mentioned the advertising to the dealer and pointed out the faith that the manufacturer had in the line to induce him to put all this advertising money back of it. But from there on his selling talk varied much from Salesman Number One. It went into the merits of the product. He was so thoroughly familiar with these merits and so well grounded in knowledge of the product itself and competing products and could talk over and under and around and through the middle of them all that he had a story to tell which he could make interesting for the dealer and any clerks he could bring within hearing. He was not merely a seller. On the contrary, he was an enthusiastic believer in his product and he could teach the prospective buyer to become a believer. He seemed to realize that the dealer handled a couple of thousand items in his store. But instead of taking it for granted that for that reason the dealer could take at best but a passing interest in any single item, he made it his business to tell such an interesting story about his product that it would stand out

in the dealer's mind while the other items in the store might fall into the background. In short, here was a salesman who taught the merchant why he wanted to handle this line, why he wanted to sell it and why he would be doing his customer a favor when he recommended it. He got orders from dealers who were not sold on the promise of huge demands but on the strength of quality and the good-will that would result through their selling the line.

Alexander Kerr used to say to his men: "Put yourself in the other man's place. Work with him and not at him. Don't look upon a prospective buyer as an adversary. If you can't sincerely feel that you are telling him something to his advantage when you tell him of your line, then you haven't any business calling upon him. You either don't believe in your line, and will fail with it for that reason, or you don't know your line as you should know it and for that reason can't explain it properly, and in that case you will fail, too. You can't make good as a salesman if you are lacking in faith in your proposition or lacking in knowledge of your line."

A few years ago I heard John Armistead of Richmond, a real handler of salesmen, talk to a group of salesmen on this subject. His ably-expressed thought was this: "You cannot make a success of selling unless you can be in sympathy with your trade. If a salesman assumes that his job is to go from store to store and from town to town trying to 'stick a man with a case or so,' that man is sadly on the wrong track. The salesman who cannot see clearly wherein his line fills a real need for the merchant cannot show the merchant where this is so. And the merchant who is induced to stock a product without being convinced of the fact that it fills a need with him is not apt to do well when it comes to selling the line and is not apt to reorder."

Merchandise does not sell it-

self. The thoughtless individual might inject the remark here: "Well, how about Campbell's Soup? It's got hardly any competition. Anybody who wants a can of soup, and there are millions of people who do, just walks in and asks for it. That's surely an example of selling itself."

But is that 100 per cent true? In the first place, people have been taught over a period of years to go and buy a can of Campbell's Soup. Maybe they have been so well taught that they don't feel they are being pushed into a store to buy Campbell's Soup. If that is so, it is a wonderful tribute to Campbell advertising. It has induced people to want Campbell's Soup. These people are not forced to buy it. But nevertheless the selling process takes place in all its complete detail. And the Campbell company realizes this. It does not shut its eyes to this fact for one moment. We see on the one hand the splendid Campbell distribution. But on the other hand we see advertising spread out to include many mediums. The selling process is being expanded. The company realizes that there are still many people who could well afford to start eating Campbell's Soup. Also that there are many people who could fittingly eat it more often. So the selling process goes on. Merchandise does not sell itself.

Just getting the prospect to place an order is but half the job. Teaching him what to do with it is even more important. Teaching him the value of the proposition is much more important than just getting his name on the order.

#### Lee Fleming with Carhartt Overall Company

Lee Fleming, recently vice-president of the Flyer Garment Company, Fort Smith, Ark., has joined The Carhartt Overall Company, Detroit, Mich., as director of sales and advertising.

#### McCrory Stores Profit Increases

The McCrory Stores Corporation reports a net profit of \$338,102, after charges, for the first quarter of 1926. This compares with \$256,837 for the same quarter last year.

# Space Buyer's *classified Advertising*



—flows into the columns of the dominant medium as naturally as water runs down hill.

Thus, the classified situation in the Miami Trade Territory is significant.

88,485 classified advertisements were published in Miami during April, last.

71 per cent of them appeared in The Miami Herald. The remaining 29 per cent (virtually all duplications of advertisements carried by The Herald) was divided among the three other papers.

## The Miami Herald

"FLORIDA'S MOST IMPORTANT NEWSPAPER"

**Frank B. Shutts, Publisher**

NATIONAL ADVERTISING REPRESENTATIVES

J. P. McKinney & Son

NEW YORK

CHICAGO

SAN FRANCISCO

Geo. M. Kohn, 704 Walton Bldg., Atlanta

June 3, 1926

Jun

# Apply This Law to your Ad



Jaques Quetelet, born Feb 22, 1796 at Ghent. A Belgian astronomer and mathematician who first applied the law of averages to govern chance distribution in the animate or living world.



# Mathematical Advertising

Manufacturers who believe the law of averages holds true in business, and no doubt it does, can advantageously apply it to their advertising. The greater the coverage the greater the consumers and profits. "More people told, more people sold." . . . The optional combination of the American and Advertiser offers the greatest daily coverage in the city of Boston and its suburban territory.

Of additional interest to believers in the law of averages is the fact that this coverage or circulation is steadily increasing in Boston's immediate trading area — that important zone which properly cultivated yields greatest returns.

**Boston Evening American**

**Boston Daily Advertiser**



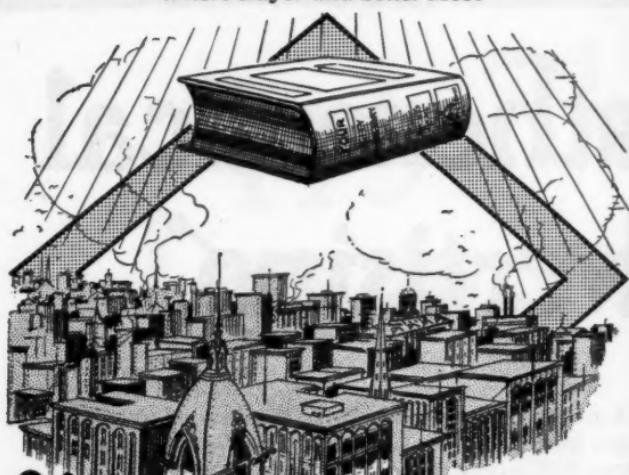
Rodney E. Boone  
9 East 40th St.  
New York City

H. A. Koehler  
Hearst Bldg.  
Chicago, Ill.

S. B. Chittenden  
5 Winthrop Sq.  
Boston, Mass.

Louis C. Boone  
Book Tower Bldg.  
Detroit, Michigan

June 3, 1926

*"Where Buyer and Seller Meet"*

# Your City Directory —Gives Full Coverage

**"Classified Section" the only authentic Record of Local Business Enterprises**

"More goods are bought and sold through the Classified Business Lists of the Directory than any other medium on earth".

This statement is as true to-day as twenty-five years ago, because the City Directory is the only complete, authentic record of the local business enterprises, compiled by a door to door canvass. All individuals, firms or corporations engaged in business or profession are classified under the headings that best describe their activities and can always

be readily found when it is wanted. Everyone consults the City Directory at one time or another. You can arrest their attention by prominent display of your name in the Classified Business Section and at the same time direct them to your place of business. It gives you "full coverage" business insurance at an extremely low rate.

Our booklet, *Directors; What They Are, How They Function and Their Place in Advertising*, will tell you how. It's free.



**ASSOCIATION of  
NORTH AMERICAN DIRECTORY PUBLISHERS**  
**Headquarters**  
**524 Broadway, New York City**

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# The Idea's the Thing

When That Is Clear, the Copy Will Be Clear Also

By C. P. Russell

THERE are constantly appearing in PRINTERS' INK discussions relating to such matters as style, pungency, force, etc., in advertising copy, and we who are interested in the subject have been helped by the many suggestions as to methods of widening one's vocabulary and securing greater clarity in expression.

All of us who write advertising copy need to be reminded occasionally, however, that, after all, copy flows out of an idea—a selling idea—and that once the idea has been worked out and decided upon, the task of composing the actual words, phrases, sentences becomes relatively simple.

The Idea, as Hamlet might have said, is the thing. For without it the copy tends to degenerate into a mere pile of words, vague, loose, and unconvincing. A selling idea might be compared to the trunk of a tree—it is the base and starting point; it is also the sap-container which feeds the many different branches. These branches might be compared to various pieces of copy. Some branches are bigger, longer, thicker, shaplier than others, but all—if the tree is healthy—possess the same elements.

Weak copy is, as a rule, the symptom either of a weak idea, or of an idea imperfectly worked out and applied.

For example, there was once a manufacturer who tried to advertise a cleaning device under the slogan of "It Makes Housework a Pleasure." He had invented this phrase himself and felt sure that it only needed sufficient repetition to enable him to put his machine prominently on the map. It was pointed out to him that a whole advertising campaign could scarcely be founded on a simple slogan, and that, besides, it represented an idea which was a little too general to be impressive.

Nevertheless, his first year's advertising brought him good results.

This was mostly due to the fact that his machine was a really superior article, incorporating several improvements welcome to women.

His second year was less successful, and when in the middle of it competition and imitation developed rapidly, he became alarmed and sought advice. He agreed to adopt a more definite selling idea provided he was shown that his own idea was insufficient. He assented when it was proposed that the question be submitted to a half dozen practical housewives.

The first woman approached was the mother of a large family who had employed a maid at times but who had oftener done her own housework. She immediately declared that it was nonsense to pretend that any mechanical device whatever could make housework "a pleasure"; that no woman could be fooled by such a claim; and that housework was at best a disagreeable necessity which might be made less burdensome but which could never be turned into a joyride or a frolic.

The manufacturer announced that it was needless to interview the other women—that he had seen the point and required no further arguments.

## A NEW KEYNOTE

A new advertising campaign was then mapped out which was almost the opposite of the first. It was agreed that the new idea should be summed up in the two words, "Reduces Drudgery." Later, to make the idea more specific, it was expressed this way: "The Blank Cleaner Cuts Drudgery in Half."

An entirely new series of advertisements was now written. They said nothing about the "pleasure" of housework, nor did they contain a picture of a becapped young woman looking as if she had just won the Free European Trip in a popularity contest. Instead they

June 3, 1926

simply asserted and gave the facts to show that the Blank Cleaner would clean two rooms in the same time ordinarily required for one, that four rooms could be done as easily and quickly as two in the old style, etc.

It was necessary to write the new copy hastily, but because the idea had been at last worked out in a specific form, the copy, though not perfect, was a marked improvement over the preceding copy and soon made its influence felt in greater consumer sales and increased dealer interest. The third year found this manufacturer with an established market.

It is natural for a producer or inventor who is putting a new article on the market to think that what he has to sell is a piece of goods, whereas what he really has to put over is an idea.

As an example we would cite the advertising now being done by the leading men's clothing manufacturers. Formerly each one labored under the belief that his sole job, as an advertiser, was to find customers for his particular line of suits.

Nowadays we find the more prominent makers advertising the idea of neat dressing as an aid to the man who wishes to make a favorable impression in the social and business worlds. This opens the opportunity to speak of cut, finish, "hang," and other tailoring details, and thus leads, by a natural transition, to a discussion of the particular brand of clothes being offered.

Such a theme is capable of many variations, but no matter how many pieces of copy the advertising writer is called upon to produce, he is not likely to become either dry or stale, for his stream of copy is fed by a fertile selling idea and his pen is not likely to wander from the subject for the reason that it has a definite track to run upon.

Ideas, like everything that is good, are sometimes scarce, but they can always be found—by digging if by no other way. They can often be uncovered by surveying one's situation with reference

to the topical news of the day.

A firm of motorcycle manufacturers once became dissatisfied on account of the diminishing results from its advertising, which for years had been written by its own staff, and went to an advertising agency for advice. It was disclosed that the copy for some time past had dealt with the various parts of the machine. These parts had been illustrated and described in detail. The copy, as might have been foreseen, was plain and uninspiring to the point of woodenness.

#### THIS WRITER HAD NO MAIN IDEA

The firm admitted this, but proposed that more "pep" be obtained by hiring a special writer to become dithyrambic about these same parts. They had even invited this writer to submit a few glowing samples. These were taken up at a conference and duly examined. Considering his material there was no doubt that the writer had done a very good job. He had dug up facts by the bushel and spread them with a lavish hand. But the sum total was bald and unconvincing. The man was trying to write to order—he had no main idea.

An effort was then made to find one. Several attempts were made but were rejected. It was about this time that the Daylight Saving law first became effective. It was finally decided that herein lay an idea—an extra hour each day during the summer in which to ride a motorcycle for pleasure, for health, for the doing of errands, for going to the sports field or to business.

The copy, formerly so lifeless and involved, now became clear and vigorous. It was aimed straight at young men, and scores of different methods were suggested by which they could make the most of that extra hour of daylight—through the use of the Blank Motorcycle.

The company was now so sure that at last it was on a promising line that an extra appropriation was made for a special newspaper campaign in a selected area—one in which business had been poor be-

## A Two Edged Advertising Force

FASHIONABLE DRESS is read by the largest group of women in the United States who buy a Monthly Fashion publication.

If this is true—and an A. B. C. statement will prove that it is—it is self-evident that such a group of women readers represent a publication preference, buying power and style influence which no advertiser can afford to ignore.

At the same time—at no additional cost—the Trade Edition of FASHIONABLE DRESS broadcasts the sales message of the manufacturer to every worth while Department Store in the United States.

FASHIONABLE DRESS thus offers advertisers a two-fold merchandising value—cutting both ways at once.

*Largest Circulation of Any Fashion Publication in the Class Field*

# FASHIONABLE DRESS

Member Audit Bureau of Circulations

cause of fierce competition. In order to key the copy, a numbered booklet was offered free to all inquirers.

The response was so encouraging that a corps of salesmen were taken from other work to assist local dealers in developing sales out of replies. It was interesting to observe that many of these were from men who mentioned that previously they had not been interested in motorcycling. Dealers hitherto obstinate or indifferent now began to show an interest. The total result was that within six months the sales closed were almost double those of the preceding two years.

All of us have noticed how greatly the general run of advertising copy has changed within the last few years. It is more sensible, less extravagant, and not infrequently competes with the adjoining reading matter in interest and choice of language. Much of this is due to a greater care for style, for precision, for the choice of words. But in an even greater measure it is perhaps due to a growing appreciation of copy as a means of expressing an idea.

More advertisers than ever before are realizing that they must concern themselves more with selling the idea first and the goods second.

In fact, the case might be stated in the form of an axiom—if you are successful in selling the idea, you will sell the goods, too.

### New Accounts for Lyddon & Hanford Agency

The Thomas Strahan Company, Chelsea, Mass., manufacturer of wall papers, has appointed the Lyddon & Hanford Company, New York advertising agency, to direct its advertising account. Magazines will be used. Holbein-Stone, New York, Helbros watches, has also placed its account with this agency.

### Oil Burner Account for Henry Decker, Ltd.

The Reed Oil Burner Corporation, New York, has placed its advertising account with Henry Decker, Ltd., New York advertising agency. Suburban newspapers are being used in a campaign which has just started.

## Helpful Books on Advertising

RETAIL MERCHANTS' ASSOCIATION OF CANADA  
SASKATCHEWAN PROVINCIAL BOARD  
SASKATOON

*Editor of PRINTERS' INK:*

Will you kindly advise us of any current books you happen to know of dealing with advertising phrases? We are advised that you have a very complete list of books on advertising.

RETAIL MERCHANTS' ASSOCIATION OF CANADA

W. L. MCQUARRIE,  
*Provincial Secretary,*  
*Merchants' Association.*

WE assume that what is meant by "advertising phrases" is the term "slogans," which has come to be more widely used in recent years. We know of no book which deals exclusively with this subject. However, the creation and use of slogans is discussed at more or less length in numerous books on advertising practice. PRINTERS' INK has been so often asked to recommend an up-to-date list of books on advertising that it has prepared a list of fifty-five titles, which will be sent to any subscriber on request. The name of the author and publisher is given in each case. This is not a "recommended" list in any sense. It has been prepared for the benefit of those who may wish to be informed concerning all phases of modern advertising and the various fields in which it operates. In short, the list is offered purely for its suggestive value. Lists of slogans and articles relating to slogans have often appeared in PRINTERS' INK and PRINTERS' INK MONTHLY. The dates on which they appeared may be had for the asking.—[Ed. PRINTERS' INK.]

### W. M. Williamson Joins Carl Percy, Inc.

W. M. Williamson has joined Carl Percy, Inc., producer of window displays, New York, as assistant production manager. He was formerly with Calkins & Holden, Inc., also of New York.

The annual summer outing of the Nebraska Press Association will be held at Omaha on July 29 and 31.

# How Much Would You Give

To have your public *ask* for your advertising?

To know that they welcome it and *read* it?

To know that it will be read *many times over*?

To know that your messages are learned by heart?

To get repetition of appeal *without repetition of expense*?

An intelligently constructed merchandising story will do *all these things* for you.

"Add the children to your sales force!"

## Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300  
Printing Crafts Building, New York

June 3, 1926



In San Diego, Cal., 1 out of every 3½ literate native white families read *Cosmopolitan*



In Greenwich, Conn., 1 out of every 3 literate native white families read *Cosmopolitan*



In Dayton, Ohio, 1 out of every 7½ literate native white families read *Cosmopolitan*

In the cities . . . where advertised goods beckon invitingly . . . . from shop window and counter

**D**O you realize that of Cosmopolitan's 1,500,000 families, 1,350,000 live in what is known as the urban market?

In the 657 Cosmopolitan centers and the places immediately adjacent to them —

In the city market where luxuries are necessities —

Where people earn more and spend more —

Where advertised goods beckon invitingly from shop window and counter.

And Cosmopolitan's 1,500,000 families do represent a type — the type that goes in for entertainment and entertaining, that loves the theatre and sports, that is constantly stimulated by wanting things as good as (and just a bit better than) their neighbor's.

## *The Cosmopolitan Market is Truly Cosmopolitan* *{And Exceptionally Profitable to Cultivate}*

J Send for a Cosmopolitan salesman to tell you the complete facts about Cosmopolitan readers in 87 representative American cities.



**THE FARMER'S WIFE** is no paper for the "million or nothing" space buyer. It is no paper for those who think names are names and one mailing roll is the same as another.

**THE FARMER'S WIFE** hasn't a million. It has more than 800,000 readers who are:

On farms—no news stand sales.

Secured without clubbing or subscription agencies.

Bulked in areas of greatest farm income.

Despite these selective restrictions **THE FARMER'S WIFE** has steadily increased its circulation. It now offers the largest group of high class *farm women* obtainable through any publication.

As improving standards of farm living increase the number of farm women to whom **THE FARMER'S WIFE** can appeal, this circulation will increase.

Then, as now, it will offer you access to those farm homes that represent the very best of American farm life.

## THE **FARMER'S WIFE**

A Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives  
Standard Farm Papers, Inc.,  
307 N. Michigan Ave.  
Chicago, Ill.



Eastern Representatives  
Wallace C. Richardson, Inc.,  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# The Sales Quota Plan Must Fit the Business

Salesmen's Complaints on Quota Boosting Laid to Adoption of Ready-Made Plan without Regard to Peculiarities of the Individual Business

By Albert E. Haase

A CERTAIN salesman, considerably exorcised over a quota handed him for 1926, sat himself down and wrote a letter to a former boss. The letter, in which Mr. Salesman spoke his mind on sales quota boosting, was sent to PRINTERS' INK by the one-time boss—a sales manager of wide repute. With it came the following comment from the sales manager:

"I think that this salesman has brought up a live subject. There is no doubt in my mind that many sales managers have gone mad on quotas. Quotas have been boosted and boosted until we are coming to the point where it may well be questioned whether such boosting is sound business."

The appearance of that letter in the columns of PRINTERS' INK caused considerable discussion. The discussion, however, went beyond the subject of quota-boosting, and concerned itself chiefly with methods of selling sales quotas.

The entire discussion points clearly to one conclusion, namely: The arbitrary adoption of a ready-made sales quota plan by any business leads straight to an inordinate amount of dissatisfaction on the part of its sales staff. In pointing to that conclusion, this discussion also disclosed much of that which has been written or said on the subject of sales quotas has neglected to bring forward the point that a business must first analyze itself before it can profitably accept or create a sales quota plan. The size of a business; the length of time it has been established; the nature of its product; the method of distribution; the kind and amount of competition it faces; and its ability to hold salesmen are factors of real import-

tance in the determination of quota.

The discussion that this subject provoked naturally brought out an exposition of a number of varying plans. Those plans, analysis shows, fall into the following classifications:

- (1) Salesmen Set Their Quotas.
- (2) Sales Manager Sets the Quota.
- (3) Manufacturing Production as the Quota Basis.
- (4) Setting the Quota in Order to Fix the Selling Price.
- (5) Previous Sales Performances As the Basis of Quotas.
- (6) Advertising Expenditures As the Important Factor in Setting the Quota.

An explanation of these plans and information on the manner in which they have worked were freely given by the various exponents. Since all of the information is based on practical experience, it seems highly worth while to record here what some champions of each of these plans have to say in their own language:

## (1) When Salesmen Set Their Quotas:

Three widely different lines of business, the Frederick F. Ingram Company, of Detroit, maker of cosmetics, the Drake Bakeries, of Boston and the Watkins Rebabiting Service, a national organization, all report that they have followed this plan with satisfaction to themselves and their sales forces.

Warren R. Tarbell, sales manager of the Ingram company, in his explanation of the way in which this plan is used, says:

"We have considerable confidence in our salesmen and have come to rely so much upon their judgment that we are perfectly willing for them to set their own quotas. After being thoroughly

acquainted with what our program is to be, we give them credit for knowing their territories pretty well and for knowing enough about human nature to anticipate the general reaction that would come from the trade on the announcement of any plans.

"Last year only two of our men failed to make their quotas—the ones they had set themselves. And, they all set generous increases. In one case, the man had set a quota of twice his sales the previous year. We wanted to modify it but he asked that we let it stand. As it turned out, he knew just about what he was doing, because the figures for last year showed that he did a little over 85 per cent more business than the year before. In the other case, the man was sick a good part of the time. He showed a nice increase and failed to make his quota by a small margin.

"Some manufacturers set quotas for territories without even consulting the salesmen in those territories and depend upon pounding their salesmen to see that they are made. This seems a little unfair to the salesmen. We have been successful the other way."

The Drake Bakeries follow this plan in the belief that the salesman's interest in his job is increased by the use of it. J. H. Drake, vice-president of the organization, says that two methods are used in having salesmen set their own quotas.

The first method is to prepare a questionnaire for the salesmen to answer before sales quotas are set. This questionnaire goes into details on his particular territory and ends with a question as to whether or not business in the new year should be as good as the past year in the salesman's opinion. By this method the salesman indirectly fixes his own quota.

The second method is very similar except that it definitely requests the salesman to set his own quota and submit with it an explanation giving his reasons for setting it higher or lower as the case may be.

"Both of these plans," says Mr. Drake, "are based on what we

consider a very potent factor, and that is: the sales end of any business is the generator and the machine can only go as fast as the generating power drives it."

A strong argument for this plan of setting quotas is made by F. E. Halloran, sales manager of the Watkins Service System. Mr. Halloran has come to the opinion that quotas are largely a matter of guesswork, and that the idea of having salesmen set them has less of the guess element in it than any other he has as yet come across.

"A good salesman," he says, "knows every potential prospect in his territory, knows what lines and the quantity of each he should carry, and his ability properly to finance his business. The sales executive of any established business has a very good knowledge of the volume that should develop in a certain territory and the cost of getting that business: therefore, why not give the salesman an opportunity of setting his own sales quota? Let him make his own mark to 'shoot at,' subject, of course, to reasonable review. Put an incentive there for him to work for, something that his pride makes him work for."

"Entirely too many concerns," he continued, "set sales quotas beyond the reach of their salesmen; some through lack of facts, others in an attempt to hold down compensation, and in either event it acts as a boomerang because the salesman soon finds he can't reach the mark and immediately decides he is getting a 'raw deal' or is imposed upon. The result is that he works in a half-hearted manner and spends most of his time consoling himself."

#### (2) When the Sales Manager Sets the Quota:

This plan like the foregoing found three strong champions in widely different fields of activity. It is used by the Horlick's Malted Milk Corporation, by the Ault-Williamson Shoe Co., and by Buse & Caldwell, importers and brokers of canned foods and dried fruits.

"A sales manager," A. J. Horlick, vice-president of the Horlick company says, "of course, must be



## 2,076,916 Inquiries by Business Men During 1925

### Asking Department of Commerce for Information

Just another example of the effort on the part of business to keep in touch with Government.

Records in the offices of the Bureau of Foreign and Domestic Commerce at Washington show this tremendous total of inquiries in that bureau alone for the year 1925.

Obviously, Government has grown to be the greatest single force affecting American business—it touches business *everywhere*.

Yet, until the establishing of The United States Daily on March 4, 1926, there was no comprehensive, day by day contact between the two.

That is why The United States Daily is a necessity to leading executives of business and finance, and to high Government officials.

If you haven't yet seen a copy of this paper we shall be glad to send you one with complete advertising details.

# The United States Daily

Established March 4th, 1926

*Presenting the Only Daily Record of the Official Acts of the Legislative,  
Executive and Judicial Branches of the Government of the  
United States of America*

DAVID LAWRENCE  
President

New York Office:  
52 Vanderbilt Ave.

Washington

Chicago Office:  
London Guarantee Bldg.

VICTOR WHITLOCK  
Vice-President and  
Director of Advertising  
San Francisco Office:  
Bulletin Building

June 3, 1926

the judge of the amount of a commodity which the distributor should properly absorb. Then taking into consideration both the amount of possible consumption, and the competitive activities which must be met in supplying this consumption, he should rate the salesman from the angle of possibilities based upon the foregoing conditions, rather than by basing the efficiency of the salesman upon his ability, as the result of being forced to dispose of a quota."

A sales manager under this plan is looked upon as a pace-maker for his salesman by H. G. Lombard, vice-president of the Ault-Williamson Shoe Company.

"It should be the sales manager's job," says Mr. Lombard, "to know his product and territory, and the possibilities for new business, so thoroughly that he can establish a quota which can be completely sold to the salesman, for if the salesman is not sold on the quota the very idea of the quota is immediately defeated and works no benefit."

A business with confidence in its sales manager's ability can well afford to trust him with the task of selling quotas, in the opinion of George H. Buse, of Buse & Caldwell, who has set quotas and who has gone out to sell quotas allotted to him. Mr. Buse says:

"If a sales manager personally knows his sales organization in every detail, if he knows his territory from one end to the other, if he knows a fair percentage of his customers in every market, personally, then such a man in conference with his business associates is competent to make an allotment for a given territory provided that he makes that allotment with discretion, and that he attempts to enforce the sale of that allotment with common sense and, again, discretion.

"For a man who knows not the territory, has not a personal acquaintance with his sales organization in detail, who knows little or nothing about his customers, then I say the making of allotments by such a man is an extremely dangerous proposition.

"On the side, an intelligent sales executive may use the allotment basis for the building up systematically of his volume in a given market, but he must be willing to take a shrinkage now and then to balance his market, for we all well know and must realize that conditions cannot continue good in one direction; there must be periods of readjustment and stabilizing, and unless we have those periods, a market certainly gets to be on an unsound basis.

"On the other hand, an inexperienced sales executive can bring a market if he has sufficient sales force to a point where the trade cannot digest the volume and then with the necessary shrinking prices, he can create untold damage to his line, his house and his own market in the final analysis."

#### (3) When Production Sets the Sales Quota:

Thomas A. Edison, Inc., has been using such a plan for the last five years in selling Ediphones, "with the greatest satisfaction and success," says Nelson C. Durand, vice-president of that organization. "We have a minimum purchase quota," Mr. Durand says, "with our various districts which is understood to carry with it the ordinary discounts on the equipment as sold to these offices. Above this nominal quota, which is the minimum at which we can operate our factory production, we pay a bonus on a sliding scale. In this way our quota is always flexible according to the ambition of the local sales forces and according to conditions of the business in general."

"The district which cannot meet its ordinary quota is at all times marked as a failure, while there is a considerable variance in the amount of excessive sales that are made for which the district receives the benefit."

#### (4) When the Selling Price Determines the Quota:

This is a plan used by the Charles A. Eaton Company, of Brockton, Mass., manufacturer of the Crawford Shoe. A detailed description of this plan as given by E. E. Doane, sales manager of the company follows:

NEW ORLEANS  
*4th Annual*  
**RADIO and ELECTRIC  
EXPOSITION**  
Will be held in the  
VENETIAN ROOM  
**HOTEL ROOSEVELT**

October 11th through October 17th

Under the auspices of the  
**RADIO MANUFACTURERS  
OF AMERICA**

and The Local Management of  
**ROBERT HAYNE TARRANT**

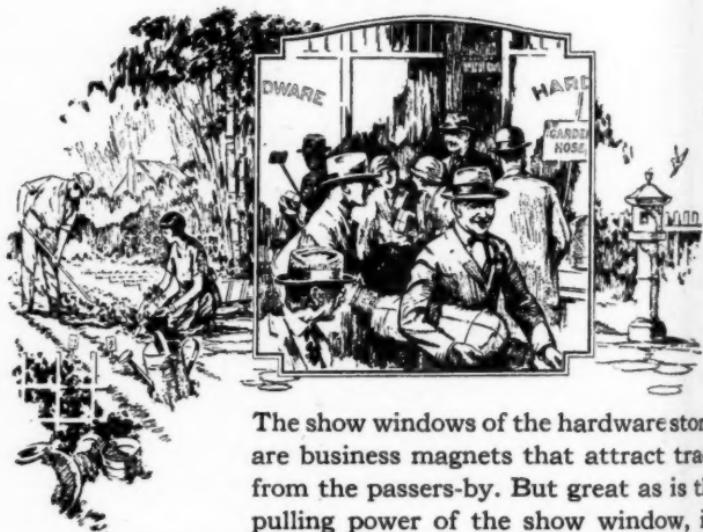
As the pioneer in New Orleans radio news and the only New Orleans newspaper having a regular working identity with Station WSMB, the ITEM-TRIBUNE is glad to endorse this as the official radio show of New Orleans.

*National Advertising Representatives:*  
**GEORGE A. McDEVITT CO.**  
250 Park Ave., New York Peoples Gas Bldg., Chicago

**New Orleans  
Item-Tribune.**

June 3, 1926

# When Window Becomes an in



The show windows of the hardware stores are business magnets that attract trade from the passers-by. But great as is the pulling power of the show window, its limitations are fixed and definite. Window advertising can influence only that small part of the public that happens to come within its range. It has no message even for the man in the next block. It can not reach the stay-at-homes.

In Cincinnati the successful hardware dealers make good use of their show windows but they multiply their pulling

# CINCINNATI

*Member Audit Bureau of Circulations*

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Martin L.  
927 Bruns

# Shopping in-door Sport

power by consistent use of display advertising in the daily newspapers. The newspaper carries the message of the store into every part of the community and makes window shopping a popular in-door sport.

Of course it is the Times-Star that most consistently and most effectively renders this service to the sellers and to the buyers of hardware. As long ago as the year 1908 the Times-Star assumed the leadership in display advertising of hardware, a position it has held for the subsequent eighteen consecutive years. During the year just past the Times-Star carried more advertising display of hardware in six days than the leading morning newspaper of Cincinnati carried in seven. It carried more hardware lineage in eight months than the second afternoon newspaper carried in twelve.

In this respect the hardware advertisers of Cincinnati merely confirm the judgment and the experience of the advertisers in every other classification in which it is possible to check sales directly against advertising costs. This is the final proof of the effectiveness of any newspaper as an auxiliary to window advertising.

# TIMES-STAR

Martin L. Marsh, *Eastern Rep.*  
927 Brunswick Bldg., New York

Kellogg M. Patterson, *Western Rep.*  
904 Union Trust Bldg., Chicago

June 3, 1926



# dealer influence too

Retailers throughout the state of Oklahoma know the weight of the Oklahoman and Times. Of 781 general retailers on the mailing list of an Oklahoma City jobber, 647—83% subscribe to the Daily Oklahoman or Oklahoma City Times; 12% of whom read both the Oklahoman and Times.

Add this fact then, not only do the Oklahoman and Times thoroughly and alone cover the entire city market, but these newspapers exert an acknowledged state-wide trade influence that is invaluable to every advertiser.

Write for a complete list of cities where the Oklahoman and Times are read.

# The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

*thoroughly and alone*  *cover* *the Oklahoma City Market*

Represented by  
E. KATZ SPECIAL  
ADVERTISING AGENCY

|          |               |
|----------|---------------|
| New York | Chicago       |
| Detroit  | Kansas City   |
| Atlanta  | San Francisco |

"In our business," says Mr. Doane, "it is absolutely necessary that we estimate quotas as accurately as possible. We are continually bringing out new styles, and we price each one on a basis of its cost. Part of the cost is administrative overhead and sales expense—and of course, we arrive at the per pair overhead by estimating the number of pairs to be sold during the year. In view of the fact that we work on a very close margin of profit, it would be a serious matter to set a quota beyond our reach.

"Also, the same is true in regard to the quotas we give each salesman. Our salesmen work on a straight commission basis, with drawing account. Each man earns 6 per cent on his total sales. Each salesman's quota is the amount that he must sell in order to earn the amount of his drawing account. Beyond that, he receives every cent that he earns—but if he fails to earn the amount that he draws, then the deficit represents a loss to us.

"A shoe manufacturer aims to make approximately 5 per cent net profit on his total business. Practically all of that business is done through commission salesmen. The salesmen are working on a 6 per cent commission basis. Each salesman must have some sort of a substantial drawing account because a shoe salesman covers a large territory at considerable expense. Now, suppose we advanced to each salesman \$100 per week as a drawing account—and suppose each salesman's earnings averaged only \$50 per week for the year. This would represent a selling cost of 12 per cent instead of 6 per cent. In other words, we would show a sales loss of 6 per cent on our total business. Now, I have already explained that we only estimate a net profit of 5 per cent—and you will readily see that our entire estimated profit would be more than wiped out by the sales loss.

"And that isn't the whole story. If we estimated our business on a basis of each salesman earning \$100 per week—and then the sales-

men actually earn \$50 per week, this would mean that our sales amount to just half of our expectation. Naturally, this would mean that our general administrative overhead had also been figured on a basis of double the amount of actual sales. When the sales decrease 50 per cent, the overhead per pair increases 100 per cent,—and this increased overhead becomes a net loss because there is no profit to absorb it, due to the fact that the entire profit has already been wiped out by the increased selling expense.

"In our business, sales quotas mean something. The salesman's drawing account is based on his quota. Therefore, we honestly try to set our quotas as near as possible to the expected results."

After giving that explanation, Mr. Doane very forcefully emphasizes the chief point of this article—that there is no *one* sales quota plan which *any* business can adopt—with the following remarks:

"I have previously been connected with a business where quotas didn't mean much. When a manufacturer is producing one or two articles which are sold year after year at a fixed list price less discount—and all salesmen work on a salary basis—then the sales quota becomes merely a target to shoot at—and the manufacturer naturally sets the target as far away as possible in order to make the sales department put forth its best efforts. Under that plan, if the manufacturer really thinks a salesman will sell \$50,000 worth of merchandise, he sets the salesman's quota at \$75,000 or \$100,000 instead of \$50,000. If that manufacturer was actually going to lose money by doubling the salesman's quota, then the manufacturer would think twice before doubling it."

#### (5) *When Previous Performance Sets the Sales Quota:*

The Williamson Candy Company, according to Henry M. Applegate, its secretary and treasurer, has tried various methods of setting quotas. At present it is letting past performance set the

quota for part of its sales staff. In setting forth its experience with this plan and other plans Mr. Applegate says:

"We give our so-called 'senior salesmen,' who are the men calling on the jobbers, a monthly quota; that is, we set a quota for each territory every month and figure out some sort of a bonus on sales over and above that quota. The quota is based on sales for that month during the previous year. We frankly admit that this is not a very satisfactory arrangement, as conditions make some of those quotas impossible at times.

"We have upon occasion attempted to set quotas based on sales per thousand population; none of our attempts have brought us to anything that we are satisfied with."

(6) *When Advertising Expenditure Is the Important Factor in Setting the Quota.*

J. F. Whitney, president of the Phenix Cheese Corporation, who says that he has no particular enthusiasm for the sales quota idea, other than for its use as a goal, uses a number of factors in determining a quota, but stresses advertising expenditure as the most important of all of these factors.

"I am of the opinion," says Mr. Whitney, "that you must take the article or line of articles you are selling and know something of per capita consumption or use; then know the population within the territory, and still further, analyze as to the class of the population, so as to determine whether they would consume or use more or less than the average for the country; then arrive at the percentage that you feel he should get, or reasonably expect to get, backed by the quality of your line, the reputation of your house, merchandising policy and the extent of the advertising put back of the product generally and locally.

"In this way you would not be found establishing a quota beyond the possibility of attainment, so far as the present consumption or

use of the articles was concerned.

"Your advertising and sales promotion should aim at increasing consumption and in your calculations, you could arrive at some reasonably accurate percentage of increase which was taking place from year to year, and add to your figure previously arrived at the per cent of the increase that you could reasonably expect to obtain."

SIGNIFICANCE OF THE PLANS OF THE TWO SHOE COMPANIES

It has probably been observed that in the plans given two were of shoe manufacturing companies. One of these companies finds satisfaction with a plan quite different from that which the other company is successfully using. From these examples it would seem that even though two companies are in the same industry there is no good reason to suppose that both can use the same plan for setting sales quotas.

It was realized in setting forth the different methods of fixing sales quotas outlined in this article that a desire for information on other plans might be created in the minds of some readers. For this reason a list of articles that have appeared on specific sales quota plans in PRINTERS' INK and PRINTERS' INK MONTHLY in the last few years has been prepared. The list will be sent on request to any reader.

Firms and individuals who contributed information on the subject of this article in addition to those specifically mentioned in it include:

Baltus Rolfs, Amity Leather Products Co.; Fred S. Durham, vice-president and treasurer, Bonney Forge & Tool Works; Earl F. Copp, Consolidated Safety Pin Co.; L. G. Robbins, The A. J. Deer Co., Inc.; D. M. Miskell, general manager, Empire Refineries, Inc.; O. A. Dole, sales manager, Evinrude Motor Co.; C. P. Smith, general sales manager, Foamite-Chilts Corporation; J. E. Woodruff, F. C. Huys & Sons Kenwood Mills; C. N. Kirkpatrick, sales manager, Landis Machine Company; O. E. Draudt, sales manager, Marion Tool Works, Inc.; A. M. Werner, manager, Mu-Rad Radio Corporation; E. H. Killheffer, vice-president, Newport Chemical Works, Inc.; Geo. H. Hall, sales manager, 103 Degree Incubator Co.; Ralph S. Verner, sales manager, The Shwayder Trunk Mfg. Co.; D. H. Steele, director of sales, Wilson Bros.

# "There's no place like HOME"



-and the  
**GRAPHIC**,  
goes there!

THE voice of the New York market is the newspaper; it is, too, the voice of the world coming into the home, whether it tells about President Coolidge's latest address to Congress, or whether it tells a heart interest story of the East Side.

The NEW YORK EVENING GRAPHIC is a home paper in every sense of the word.

Its greatest sale takes place during the day. Uptown, in the Bronx, on Washington Heights, in Flatbush, in the suburbs.

From nine o'clock in the morning until late in the

evening, the GRAPHIC sale continues, and by far the great majority of these sales go into homes where the family has time to read the GRAPHIC from cover to cover. And they do read it!

Feature by feature there is no paper in New York that has the atmosphere of home so closely woven into its contents as the GRAPHIC.

And it is this that makes it a great advertising medium.

In this overwhelming New York market the GRAPHIC gives the vision-advantage of a tabloid with the sales-advantage of home reading.

---

*3.06 people read each copy of the Graphic*

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# Westinghouse Does Some More Buck-Grabbing

Now It Is Advertising the Investment Features of the Electric Utilities

ELECTRIC utility managers are accustomed to think of their public, first, as a body of customers—users or potential users of electric current.

They think of their public, second, as a body of voters, influencing legislatures and commissions.

Of late years, an increasing number of utilities have come to think of their public as a body of investors, furnishing capital for expansion.

This three-sided relationship is being taken account of in a series of public relations advertisements issued by the Westinghouse Electric and Manufacturing Company in the interest of its utility customers.

For several years, Westinghouse, like other manufacturers, has been publishing advertisements in general periodicals to interpret the importance and service of the light and power industry to the public as users of current, or as voters. In keeping with the growth of the customer-ownership movement, however, Westinghouse last year added to its effort a new series of advertisements that talk to the public as investors or potential stockholders.

These advertisements are being published in financial newspapers and periodicals, and in general periodicals of special interest to investors. Their purpose is to explain the light and power industry in terms of its markets, its economic characteristics, and

its commercial opportunities.

One piece of copy that is typical of the series deals with the buying convenience of customers of



## The coin everybody else forgot

The biggest penny's worth the world has ever known—that's what electric service companies give these days when the dwindling value of the dollar is emphasized by nearly everything you buy.

Increased efficiency since 1913 has created a 13.6 per cent reduction in the price of household current. But the lower price does not measure the

complete saving. Better lights, better household appliances, better motors give consumers more for their money.

Consider what a penny will buy for your table—how much sugar, coffee, beans, potatoes. Then consider that, according to the National Electric Light Association, a single penny, invested in electricity now, invested in electricity at the average rate, will

do any of these things:

Toast 14 slices of bread.

Run a vacuum cleaner

40 minutes.

Cook 20 waffles.

Brew 5 cups of coffee.

Run a sewing machine

3 hours.

Operate a washing machine 50 minutes.

Heat a curling iron once a day for 21 days.

Heat an iron 25 minutes.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY, EAST PITTSBURGH, PA.



## Westinghouse

To Westinghouse, central stations look for equipment to increase efficiency, and household consumers look for appliances that give most for the money.

WESTINGHOUSE PAYS FOR ADVERTISING WHICH FEATURES THE INVESTMENT POSSIBILITIES OF THE ELECTRIC UTILITIES

the electric utilities. It is headed "Customers Never Leave This Store" and reads, in part, thus:

Out a customer walks from the average retail store. She's finished her buying for that day—perhaps for several days, until she finds time to come again.

That's why the biggest selling problem of merchants and shopkeepers is to get customers into the store.

But it's a problem electric service companies never have, after a home is wired. A customer may buy more, may buy less, but she never "leaves the store."

This buying convenience is a tremen-

## 'Arrowsmith' By Lewis Wins Pulitzer Prize

**'Craig's Wife,' by George Kelly, Takes Award; Amy Lowell's 'What's o'Clock' Regarded as Best Verse**

### Georgia Paper Honored

**Columbus 'Enquirer-Sun' Cited for Evolution Fight; Cave Reporter Rewarded**

"Arrowsmith," the novel by Sinclair Lewis; "Craig's Wife," the drama by George Kelly, and "What's o'Clock," the volume of verse by the late Amy Lowell, were announced by the advisory board of the School of Journalism of Columbia University yesterday as winners of the Pulitzer Prize awards of 1925.

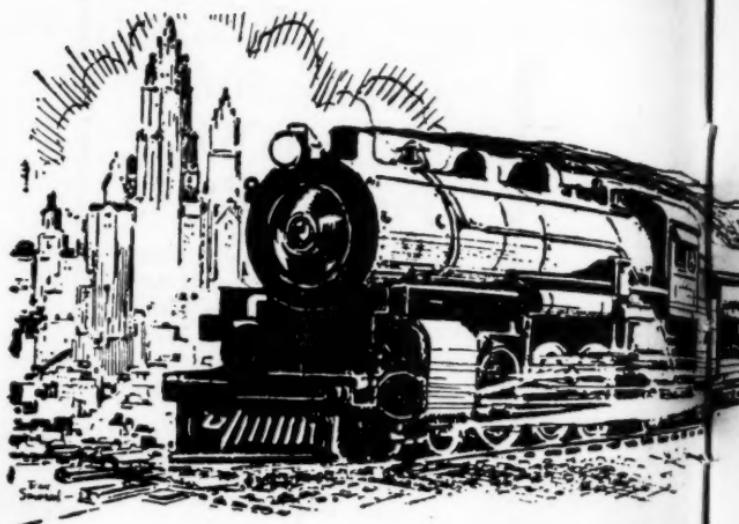
From N. Y.  
Herald-Tribune  
May 4, 1926

**"Arrowsmith" by  
Sinclair Lewis**  
appeared  
**FIRST**  
in serial form  
in  
**THE DESIGNER**



THE DELINEATOR and  
THE DESIGNER

**THE BUTTERICK COMBINATION**  
Butterick Building, New York



## Los Angeles dealer receives world's largest shipment of washing machines

**L**OS ANGELES buys! Consider, for example, washing machines, which average around \$150. Recently the Maytag Washing Machine distributor in Los Angeles, Schleuter's, received 41 carloads of these washers, the largest shipment of washing machines ever made to any dealer anywhere.

41 carloads; approximately 4100 washers, their retail value, \$650,000; enough machines to top majestic Mt. Whitney, the continent's highest mountain, if they were placed one on top of another.

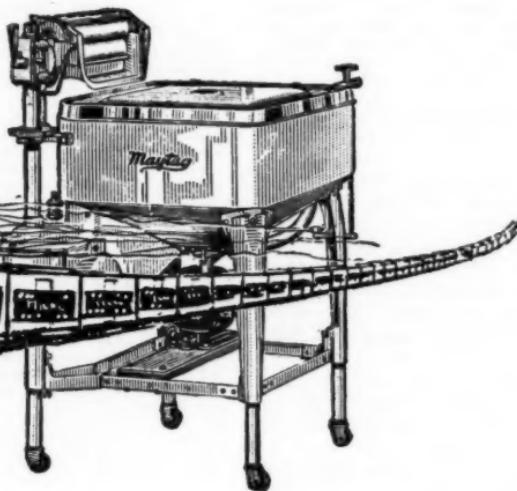
The backbone of the advertising campaign that SOLD these washers was The Los Angeles Examiner, and The Examiner is the newspaper that sells MOST Washing Machines in Los Angeles.

This is no idle statement. Consider, for example, these campaigns on washing machines now running in this paper:

Laun-dry-ette (Exclusive)  
Savage (Exclusive)  
Whirlpool (Exclusive)

Automatic (Exclusive)  
Aerobell (Exclusive)  
Gainaday (Exclusive)

Easy  
Thor  
Maytag



## ives world's largest shipment of ingmachines

Of these NINE washing machine campaigns, The Los Angeles Examiner carries SIX exclusively. A newspaper that demonstrates the kind of resultfulness that this almost unanimous exclusive selection implies, is the kind of a newspaper that will sell pretty nearly anything you have to advertise.

**The Los Angeles Examiner carries far and away MORE  
Electrical Appliance advertising than any  
other newspaper in the territory.**

The Examiner's Merchandising Service Department functions in a highly efficient way for electrical appliance advertisers with distributing problems in the Southern California field. Write for the details. . . .

170,000 Daily      390,000 Sunday



W. W. Chew  
Room 1512, 285 Madison Avenue  
New York City

Wm. H. Wilson  
915 Hearst Building  
Chicago

T. C. Hoffmeyer  
571 Monadnock Bldg.  
San Francisco

dous resource with eighteen million customers "at the counter," most of them twenty-four hours a day. Customers' families buy, too, so that more than 54 per cent of the American people—63,100,000—are in daily buying contact with electric service.

Other advertisements explain the developing nature of the market for electric power. One, for example, explains that every time a street lamp is installed in a city, it is the same as adding a new household customer to the rolls of the light and power company, since the current consumed is approximately the same. Yet, street lighting, in most American cities, is merely in its infancy.

A measure of the interest which the series has aroused among utility officials is afforded by the numbers of requests for mats or electrotypes that have been received. These run into the hundreds and represent utility companies of all sizes and types.

In view of the spectacular growth of the customer-ownership movement, the series possesses a marked timeliness. The Westinghouse company believes that advertising of this kind should help make better informed stockholders of those already financially interested in the light and power industry. To others, it should make clear the opportunities presented for future commercial growth.

### Campaign Started for Los Angeles Trade Exposition

Direct-mail and business-paper advertising are being used by the Los Angeles Chamber of Commerce in eleven Western States to announce the Los Angeles Industrial and Trade Exposition, to be held August 16 to 22.

### New Advertising Business for Buffalo

Frank J. Williams has started an advertising business at Buffalo, N. Y., in connection with his printing and publishing business.

### Pacific Coast Campaign for Gebhardt Chili Powder

The Gebhardt Chili Powder Company, San Antonio, Tex., has started an advertising campaign on the Pacific Coast using poster panels.

### Appoint H. E. Lesan Advertising Agency

The Cornell Wood Products Company, Chicago, has appointed the Chicago office of the H. E. Lesan Advertising Agency, Inc., to direct its advertising account. Magazines and business papers will be used. This agency will also direct the advertising of the Own-Your-Own-Home Exposition, Martin & Martin, manufacturers of household specialties, both of Chicago, and Ustikon rubber soles, made by the Auburn Rubber Company, Auburn, Ind.

### J. B. Taft with Joseph Richards Agency

Jerome B. Taft, for the last six years with the Richard A. Foley Advertising Agency, New York, has joined the Joseph Richards Company, New York advertising agency, in charge of sales. Previously he had been division publicity manager of the Bell Telephone Company of Pennsylvania and associated companies.

### Kraft Cheese Sales Increase

The net sales of the Kraft Cheese Company, Chicago, and subsidiaries, for the year ended March 31, 1926, amounted to \$36,700,077, against \$31,097,386 for the previous fiscal year. Net profits were \$1,500,433, after charges. This compares with \$1,417,330 for the previous twelve-month period.

### Society of Sales Executives Meets

The American Society of Sales Executives held its spring conference at Congress Lake, Ohio, on May 13, 14 and 15. The fall meeting of the society will be held at White Sulphur Springs, W. Va., on October 21, 22 and 23.

### J. W. Johnson Joins S. B. & B. W. Fleisher

J. W. Johnson, formerly with Donovan-Armstrong, Philadelphia, has joined S. B. & B. W. Fleisher, Inc., also of Philadelphia, manufacturer of worsted yarns, as advertising manager.

### Charles Biel with Grand Rapids Printer

Charles Biel, formerly with the Powers-Tyson Printing Company, Grand Rapids, Mich., has joined the sales department of the Tri-Art Printing Company, also of that city.

### Changes Name to Grossman Display Service

Grossman & Scardefield, Pittsburgh, Pa., display advertising, has changed its name to the Grossman Display Service.

McJunkin Advertising Company's only business is service to its clients; it is prospering solely because its clients are prospering.

McJunkin  
Advertising Company

DOMINANT IDEA ADVERTISING

5 South Wabash Avenue  
CHICAGO

June 3, 1926

**Mrs E**

**N. B.** This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb, by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

**THE CINCINNATI**  
“Goes to the home,

# Mrs Evanston . . . "G. M."

HER desk is no massive affair of glass-topped mahogany—just a slender-legged spinet creation, standing in a corner of the big living room. But what business is conducted from its dainty writing top!

For Mrs. Evanston is a real "General Manager." No whirring factory does her bidding, but in that equally important province—the home—her generalship is famous. Quietly, smoothly, the affairs of each day are ordered.

Yet, like every efficient executive, Mrs. Evanston has time for many outside interests. And like leaders in the outside business world, she is a regular reader of *The Enquirer*. Each morning finds this paper on the spinet desk; each morning finds Mrs. Evanston reading it before she turns to household duties. And Mrs. Evanston is the rule, not the exception, in her community—to the 997 residence buildings, 747 *Enquirers* are delivered every day.

Is Mrs. Evanston's conduct of her home and her purchases for it (running into hundreds of thousands of dollars every year) connected in any way with the newspaper she reads? Only Mrs. Evanston and the advertisers in *The Enquirer* can tell you. Suffice it that there is a market rich in profits for the advertiser who cultivates it—before, not after, the shopping trip—with the medium Mrs. Evanston prefers—*The Enquirer*.

I. A. KLEIN  
New York  
Chicago

R. J. BIDWELL  
San Francisco  
Los Angeles



**ENQUIRER**  
*stays in the home"*

# How We Help the Retail Store Buy Customers

By Selling Profits Rather Than Shoes Selz Fills What It Conceives to Be Economic Need

By E. S. Barlow

Sales Manager, Selz Schwab & Company

**R**ECENTLY, I was talking to the owner of a large Indiana clothing store about the advisability of putting in a full line of our shoes. I told him about many leading clothing stores installing men's shoe departments because they thereby get new customers—and getting new customers is the most important thing the retailer has to do today. When a dealer tries to attract men who have been buying elsewhere, I told him, it is vital that he have merchandise with a well-known name—advertised merchandise made by a house that has built up a good reputation with the customer.

"How long has your house been in business?" he asked.

I told him we had been making shoes for fifty-four years and had advertised them over a long period. "Well," he replied, "we have been in business seventy-seven years. Without intending any offense I feel I am safe in saying that our customers know us better than they know you. Why, then, should we stock your goods? It is true that we might add to our sales volume with Selz shoes, but this would not necessarily make our customers think more highly of this store. It might if your reputation with them were better than ours, but I know you will pardon me when I say this is not the case."

This was my comeback:

"You are probably right when you say your present customers know you better than us. But how about *new* customers—the people who now are buying at other stores, whom you hope to get and whom you need? You can hardly expect to start these people buying from you unless you have some concrete merchandising inducement. To get new

customers into your store, you must be able to offer them goods that *they* know. This is why you and dealers similar to you need advertised goods—why, to be specific, you need Selz shoes."

In saying this, I practically summed up our entire advertising policy, which is one of selling profits rather than shoes. We follow this plan because we believe that merchandising conditions have developed a situation that gives to manufacturers of advertised commodities the greatest opportunity they have had in all the history of selling.

## THE DEALER'S PROBLEM

The retailer needs new customers as never before. To get them he must have something more than a store stocked with goods. The goods must have a name known to the people who are not now customers of that establishment.

Why do we think that advertisers who visualize the retail field correctly have now the greatest of opportunities? Why do we believe that advertising, properly conceived and placed, can remove many of the uneconomic factors in distribution?

This is why:

Everybody today is agreed that there are too many retail stores. There always have been too many for that matter. The average retail store cannot sell enough merchandise to its own clientele to give it anything like an even chance at a fair net profit. This means that it must be constantly engaged in getting new customers—drawing them from competing stores, if you please.

Can the average retailer draw in these new customers on the strength of his own reputation?

Obviously he cannot. If people do not know him well enough to turn from another store to his, and thus give him the new customers and added volume that he so sorely needs, his only alternative is to offer them merchandise that they do know or whose name has been made familiar to them.

Logically, advertised goods can fill this need. They do fill it. It only remains for the national advertiser correctly to visualize his strength in this particular and impress the retailer with his power to bring new customers. In other words, the dealer should be sold not shoes, not clothing, not other commodities as such. He must be sold profits rather than goods.

The outcome will be that there will be fewer dealers and that the ones who remain will be more prosperous.

As the result of a recent investigation, I made the statement that there would be more shoe retailers going broke during the next five years than in any previous five years we have known. I also said there would be more money made by efficient shoe dealers during the next five years than during any other period of the same duration. All one needs to do is visit shoe dealers all over the country and see the money-losing methods under which many are conducting their business. Then compare that class of retailer with the element which has eliminated every possible chance for waste and whose business is rapidly growing.

Bankers are keenly alive today to the shifting of the retail business. A stock of goods is no longer reason for a bank loan. The banker insists that the dealer run his business in the most efficient manner possible and that the merchandise on his shelves be liquid. Bankers used to loan money on warehouse receipts, on goods in storage and on the general reputation of a past business. It was only a comparatively short time ago, for example, that wool was considered cash money in the trade. Bankers made loans on it. Then they found that the wool was not "cash" at all, unless some-

body could be found who wanted to buy it. Money loaned on goods that do not sell readily has now come to be classed under the head of "frozen credits." So is money loaned on a business which is not being run profitably.

All of which is ample evidence that advertised goods are now entering their period of greatest prosperity—that is, if retailers can be made to realize what a vital bearing they have, or can have, on the process of getting new customers.

This is why the thoroughly wise manufacturer of today does not regard his problem merely one of production. He recognizes that his major effort must be put on marketing.

#### HOW THE SHOE INDUSTRY STANDS

The retailer is in exactly the same position and it is the function of the national advertiser to make him realize it. Take the retail shoe business. It is not a question of the dealer buying shoes. He can get all the shoes he wants and then some. His big task is not one of placing good merchandise in his store. It is a question of getting customers. The really smart shoe dealer is not going to buy merchandise just because he can get a bargain. He will first consider whether he can sell it. This policy, which is widely different from the one he pursued not so long ago, indicates that he unconsciously recognizes that his chief job is to get customers rather than merchandise.

The dealer can be made to see that one main reason why he needs advertised goods to bring in new customers is that the average person does not know merchandise as such. The consumer's understanding, or rather misunderstanding, of quality and prices is absolutely fantastic. Unless he can be educated to a point where he buys goods by a branded name, a shoe to him is only a shoe.

The other day I stood in front of a window shoe display on Madison Street and listened to some comments made by people who also were attracted by it. The shoes



## COURT OF FIRST RESORT



RECENTLY a great advertising agency published an excellent description of "the key-people of the country . . . about 500,000 men and women who influence, to a marked degree, the communities in which they live."

It said of them:

"They have the leisure and the means to cultivate the decorative side of life. They originate new activities. They develop new interests. And their example is noted throughout our social fabric. . . .

"This is the section of the public that plays an important part in determining *today* what we shall wear, eat, play or ride in *tomorrow*."

Still more recently a great weekly periodical, in promoting its own business, made these striking statements:

"Markets today are ruled by oligarchy.

"Majorities do not govern. The cogent minority of the observant, the provident and the competent do by their sanction make the market, or by their taboo, break it. . . .

"A good-will which flows from one cross-section containing a million people may be worth far less or more than a good-will held by another cross-section containing precisely the same number. A merchandiser cannot afford to be promiscuous. He must pick and choose his millions. He must strike the golden mean between snobbery and hob-nobbery."

### COURT OF FIRST RESORT

We are glad indeed to recognize such authoritative agreement with the position which THE QUALITY GROUP has taken for many years. In a recent advertisement in these columns, we said:

"The greater the army, the more helter-skelter its units, the greater the need of seasoned leadership.

"In the army of magazine buyers, the cool heads are still the readers of THE QUALITY GROUP—able to read attentively, trained to observe advertising, strong in purchasing power and effective in influencing the wide circles in which they move."

Very few products have ever become standard in this country by selling first to the masses.

Volumes of sales records show that the sound and economical method is to capture first the interest of the influential few.

The influential few are, in matters of general judgment, the court of last resort. Therefore, for the merchandiser they are the court of first resort.

THE QUALITY GROUP magazines reach 700,000 of them—and furthermore, advertising in THE QUALITY GROUP is *next to thinking matter*.

## THE QUALITY GROUP

285 MADISON AVENUE, NEW YORK

THE ATLANTIC MONTHLY

THE GOLDEN BOOK MAGAZINE

HARPER'S MAGAZINE

REVIEW OF REVIEWS

SCRIBNER'S MAGAZINE

THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

were shiny and good-looking. (All shoes are when they are new.) The price was \$4.95.

"Say," one man remarked to another, "that shoe is exactly the same one I saw in a window over on Michigan Avenue that was priced at \$12.50."

"How do those fellows over on the 'Boul. Mich.' have the crust to charge so much higher prices than the same shoe sells for here on Madison Street?" his companion asked.

"Oh, I don't know," was the reply. "Of course rents are a whole lot higher over there and I suppose that has something to do with it."

This is a fair sample of the way most people, not yet educated by advertising, look upon merchandise.

Not being able to see the quality in the \$12.50 shoes, and not recognizing the shoes by name, these men foolishly concluded that the location of the store made the difference.

The dealer on Michigan Avenue needs more customers. So does the man on Madison Street. It is the privilege of the manufacturer to make each realize that the only way he can get these new customers is to draw in people who are now buying from other stores. Everybody wears shoes and must buy them somewhere. Is the new trade going to be drawn in by price, location or name of the goods?

Experience has shown that the name is going to be practically the only inducement that will cause people to transfer their allegiance from one store to another.

Particularly is this so with the men's trade. Men, as many a writer has remarked, are creatures of habit. I am going to elaborate on that thought a little and say that so far as buying goods for their personal needs is concerned, men are lazy. They don't like to bother around trying out other stores. A man will get the idea that only one barber can cut his hair and he will go to that barber for years. He buys his cigars at one place. There is a cigar store

on nearly every corner in the Chicago loop, but most men will go several blocks to reach a certain store or to get a certain brand.

This is why men's trade is so stable. It is rather difficult to get but fairly easy to keep, if the goods are right and proper service is rendered.

Leading retail clothing establishments such as Silverwoods, of Los Angeles, one of the largest men's stores on the Pacific Coast, have been foremost in recognizing this principle.

Silverwoods, recognizing that they should be in a position to supply all the apparel wants of their customers, decided to put in a shoe department. They had not been selling shoes and it was plain that any trade they might get would have to be pulled in from other stores. Moreover, the selling would have to be done to men.

In other words, Silverwoods saw that the only possible way they could get a shoe business was to go out and buy it. They demanded therefore first of all that the shoes they were going to stock should be heavily advertised nationally. They came to Chicago and bought Selz stock all the way through—a well-balanced and properly proportioned stock to retail from \$6 to \$10.

#### A FORCEFUL CAMPAIGN

Then began the process of taking shoe customers away from other stores. Through local advertising in newspapers, street cars, outdoor displays, direct mail and in windows, the store strongly allied itself with our general campaign. Every street level window of the establishment had a pleasing display of shoes arranged on de luxe stock fixtures which we supplied. Hand-painted display cards and price tickets were placed in the windows—not too many, but just enough to stimulate interest and to give information. The display cards included reprints of our national advertising in colors. Full-page advertising was run in the Los Angeles newspapers. Copies of



## Hundreds of thousands of letters

—are received every year by McCall's editors from the women who live on McCall Street.

If you could see these letters you would quickly discover that the women of McCall Street are sensitive to modern trends and efficient methods of homemaking. You would see that they read and study; that they keep abreast of the times; that they are ambitious to be distinguished as charming hostesses, efficient mothers, successful wives, and capable executives of home affairs.

Such a market as this has keen intelligence. It quickly weighs values and recognizes merit. The logical hallmark for such a market is *known merit*.

*Arthur McKeogh,  
Editor of the new  
McClure's. Mr.  
McKeogh was for-  
merly editor of the  
Cosmopolitan Book  
Corporation and,  
before that, Asso-  
ciate Editor of the  
Saturday Evening  
Post.*



# The New *McCLURE'S*

## *The Magazine of Romance*

---

*A FOREWORD by the Editor Reprinted  
Here Because It Tells So Well The New  
Purpose of this New-Old Magazine*

---

### *"I am Old and I am Young"*

I AM old and I am young. I appear today for the first time as you see me, yet I have matured during three decades in the swift development of American life.

I have seen great wars; kings dethroned; and peasants uplifted; miracles of invention; civic upheavels; vast industrial

enterprises in ruin and in resurrection.

Marconi knows me. And Edison. The Wrights launched their feeble planes as I hailed their courage. I saluted Berillon and Montessori. Rockefeller in his might felt the power of my voice. Long ago Ford tinkered, and I was there.

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Yet I am young again—striding out upon unbeaten roads, sailing uncharted, glamorous seas.

Comedy and tragedy, mystery and adventure, sentiment and love—these are my escorts. Ahead lies all romance—my goal. I set out in search of it.

I am the new **McCLURE'S**. Young America goes with me. Because youth and romance are two words with the same meaning.

But my friends are the older ones, as well. If all the world loves a lover, all the world is my friend. And I shall capture the warmth of impetuous youth for slackening age to relive.

In the past, illustrious story tellers have been my inspiration. Rudyard Kipling, Conan Doyle, Anthony Hope built their fame on this continent in these pages that you finger. O. Henry, Jack London, Booth Tarkington, and Rex Beach were unknown when it was my good fortune to find them.

Now, as then, I seek young talent, young ambition, young ideals.

With youth to guide me, I shall reflect all modern life for

you. And youth is content with nothing but the newest.

The galleon that was embossed boldly upon an older horizon becomes the sleek express yacht against a contemporary sky. The feasts of imperial Rome are the revels of Broadway's night clubs. Homer's lyre is Whiteman's saxophone.

Yet underneath the altered forms of life, whether they be decried or approved, the honest splendor of love is unchanged and unchangeable.

Moonlight can be just as magic at 42nd Street and Broadway, or in the lanes of a small modern town, as ever it was above the old Venetian canals.

And so, with honesty of purpose, I shall tell you about yourselves as you like to be told.

Not from any pulpit. Not through pretentious campaigns. Not with any slogan to put the cosmos on its keel.

But romantically—so that your imagination, the lifeblood of the mind, may picture you to yourself as you would like to be.

And thus you will be entertained.

THE EDITOR.

*The new McClure's is published by International Publications, Inc., at 119 West 40th Street, New York; the rates are \$1.10 a line; \$450 a page. This is based on a guaranteed net paid A.B.C. circulation of 200,000. A copy will be mailed to any advertiser or advertising agent upon request. Write to R. E. Berlin, Business Manager.*

June 3, 1926

the Selz style book were sent out to a long list of men, including the then customers of the store and others whom the management hoped to interest.

After the first week Silverwoods had a shoe business which would be satisfactory to many stores after an effort extending over a number of weeks.

The results proved beyond all argument that people do recognize nationally advertised merchandise and that its proper use will bring new customers into the store. We did not sell shoes to the Silverwood firm. We sold it profits and the means of getting new customers. The shoes only supplied the means for carrying the proposition through.

#### CUSTOMERS ARE ALL-IMPORTANT

It is becoming more and more apparent to retailers of the Silverwood type—and manufacturers should have full recognition of this fact—that business does not consist of the merchandise in a store. Business is the customers the store has. A dealer, let us say, may have four salesmen working for him. If these four men have personal following which constitutes the trade of that store, then the four salesmen actually own the business, while the dealer owns only the merchandise.

This principle makes the smart clothing man, among others, recognize that in his effort to buy new customers—an effort which he can relax only at his peril—he must have advertised brands of good merchandise.

This procedure has been carried out in the clothing business more fully than some of us think and it has practically revolutionized that branch of retailing. It was not so very many years ago that a person could encounter three or four clothing stores in almost any city block. The goods were unknown and so were the dealers. People simply had to take a chance in their buying. Sometimes they got decent values and again they did not, it all depended on the class of store and the honesty of the retailer.

And then came along great clothing manufacturers such as Hart Schaffner & Marx, Kuppenheimer, Society Brand and others with clothes of known value—clothes with a name that really meant something and that guaranteed a decent value. Men who did not know fabrics (and what average man does?) soon found that they did not need to bother about such details. They knew when they bought these branded lines of clothing that they were getting exactly what the dealer represented.

The outcome was that men quickly formed the habit of going to clothing stores that featured branded lines. The stores that did not sell merchandise the men knew gradually went out of business. This is why today we have fewer clothing stores and better ones. The same thing is working out in the shoe business and in other lines. Advertised merchandise is bringing new customers to the stores that feature it and is thereby automatically cutting down the number of the unfit and superfluous among retail dealers in general.

I am not arguing here for limited dealerships, although this is the plan we follow. Necessarily many lines of branded merchandise have to be at the disposal of any dealer who desires to stock them. But even at that the process of elimination can continue to work through the difference in the way in which retailers capitalize upon or use the manufacturer's advertising. Some do it better than others and those who do it the best are the ones who will lead.

All this may sound cold-blooded. It is; and I have no apologies. Business is not sentiment. It is a continuous fight. The dealer who succeeds in getting the most new customers is going to have the biggest success, and the other dealer who loses many customers eventually may have to get out of business.

A clothing store in a fairly good size Middle Western town put in a line of Selz shoes just two weeks ago. The dealer tied

up with our national advertising something after the plan of the Silverwood store, although, of course, on a much smaller scale as his store is only a fraction of the size of Silverwood. We received a letter only yesterday from this dealer saying that the first week after he began selling the shoes he saw fifteen new faces in his store—men who never had traded with him before. The town is small enough that the dealer can recognize old and new customers at a glance.

Now, then, if this dealer can get the total clothing purchases of these fifteen men over a period of years—and he has more than an even chance of doing so—then he has added solidly and profitably just that many customers to his business.

On the other hand, the store or stores that lost the fifteen men will suffer accordingly. If they continue to lose, their end is certain and the stores that survive will be correspondingly more prosperous.

All this goes to show that the dealer who regards customers as business, rather than looking upon merchandise as business, has all the advantage.

And if merchandise is not business, it must be handled so that the dealer may be able to get its maximum effect in the way of gaining and keeping customers. This means that the manufacturer has to do his full part in carrying the investment and seeing that the dealer is not overstocked.

All through the various seasons we carry huge "in stock" quantities of all lines of our goods. We encourage our dealers to anticipate their spring and fall purchases to a reasonable extent but are ready at all times to give them instant service on fill-in orders. We urge our dealers to form the habit of sending us an order every Monday morning, large or small, in accordance with their needs. Thus many a dealer sometimes has three orders or more in transit at one time. One may be in the mails coming to us, another is in process of filling or shipment, while still another is being unpacked in his store.

## Chicago "Tribune" Promotes B. T. McCanna

B. T. McCanna, for the last six months manager of radio for the Chicago *Tribune*, has been appointed manager of the business survey department. He has been with the *Tribune* for five years.

George Morris, who has been manager of the business survey department, takes a newly created post as copy-chief. Arthur Gerken becomes assistant manager of the department.

## Detroit Agency Incorporates

The C. C. Winningham Advertising Agency, Detroit, has incorporated under the name C. C. Winningham, Inc. Mr. Winningham is president and treasurer of the new company. Sidney Willis and Harold E. Middleton, associates for many years, are vice-president and secretary, respectively. J. L. S. Scrymgeour and Stanley Jenkins have been added to the staff.

## New Magazine for Certified Milk Industry

The first issue of *Certified Milk*, a monthly magazine devoted to the interests of the milk industry, has been published at Chicago, under the auspices of The American Association of Medical Milk Commissions. It is the official organ of the Certified Milk Producers Association.

## April Sales of United Drug Make New Record

The April gross sales of the United Drug Company, Boston, amounted to approximately \$8,000,000 and established a new record for that month. This is an increase of \$1,500,000 or 24.5 per cent over the gross sales of April, 1925.

## J. L. de Brueys with Houston Service

John L. de Brueys, formerly advertising manager of the National Bond and Mortgage Corporation, Houston, Tex., has joined The Rein Company, advertising, also of Houston.

## Frederick Sayram Dead

Frederick Sayram, former business manager of the Detroit *Free Press* and later publisher of *Good Housekeeping*, New York, died at Center Moriches, L. I., last week at the age of seventy-two.

## New York Publishers to Meet at Ithaca

The New York State Publishers Association, the New York Associated Dailies and the New York Press Association will meet at Ithaca, N. Y., from June 16 to 19.

June 3, 1926



**45.9% Gain**  
in advertising volume  
for the first five months

June 3, 1926

PRINTERS' INK

95

# Just one reason for this steady substantial growth—

*Manufacturers have found it pays to  
advertise to these 50,000 live grocers*

When THE PROGRESSIVE GROCER was born five years ago there never had been a dominant national publication in the grocery field. Advertisers were hopeful but skeptical. They took THE PROGRESSIVE GROCER on faith. Experience has justified their trust and THE PROGRESSIVE GROCER has become the powerful trade influence that the grocery trade has always needed.

Advertising volume has increased every year. It is going ahead this year faster than ever before.

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York



# What Makes Up a Good Salesman?

A Great Sales Manager Tells His Salesmen What They Need to Make Them Better Salesmen

[EDITORIAL NOTE: The following is an excerpt from a letter written May 13, 1905, by the late E. C. Simmons, founder and building genius of the Simmons Hardware Company. Although written more than twenty years ago, its precepts are just as good today as when they were written. This section of Mr. Simmons' letter is printed by courtesy of the Forsythe Publishing Company from a book "He Was the Greatest Sales Manager the Business World Ever Produced" which contains a number of letters written by Mr. Simmons to his salesmen. The title of this is taken from an article by Saunders Norvell which appeared in *Hardware Age* after Mr. Simmons' death.]

A SALESMAN must be a man of good habits and unquestionable integrity—a man with bad habits has no place with us at all—a man without integrity should never be employed by this company. He must have confidence in the house—if he hasn't that he ought never to take the road for us. He must carry that confidence so prominently in his make-up that at every interview a merchant whom he is trying to sell will discover it without having to state it in plain language.

He must have faith in himself and faith in his customer—and he must have faith in his goods. I believe that this company is the best house on the face of the earth from which a retail merchant can draw his supplies, and I believe it gives them the best line of goods to select from—which is the basis of success of every commercial house—because we give more attention and care to quality and the method in which the goods are put up than any other house; because this business is conducted on the basis of integrity and truth—in the highest sense of interpretation that can be put upon these words; because this house fills orders promptly and completely, and because they have no short cuts or sharp practices—no misleading statements, and will permit none; and because they have the

best salesmen representing them of any house in any line of business in the United States.

A salesman must realize the commercial value of integrity, fair dealing, brotherly kindness, and a good cordial handshake, with the real smile. He must "keep his eye on the ball"—which is a golf expression; that is to say, he must keep his eye on the question of orders. Don't let him go away satisfied because a man has received him pleasantly, spoken kindly to him, and promised to give him an order next fall, or next year—but to keep his eye distinctly upon the order today, because if he would bag big game in this business he must shoot with the rifle of concentration, and must entirely avoid scatteration. His rifle should be loaded with the powder of ambition, manufactured in the workshop of the heart and soul—he must have high ideas, and cultivate them—striving to become more and more like greater men than he is, who have led the way. It should be his highest endeavor to improve every day in courage, industry, perseverance, honesty, truthfulness, tact and courtesy.

He should take the best possible care of his body, and which is not at all inconsistent in the life of a traveling man, as some people think it is, because of the irregular hours—I don't think so at all. A man's physical condition has much to do with his success as a salesman. He must be persevering, and to be persevering, he must have activity and endurance; but of all the qualities he needs the most important is that which will enable him to learn how to read human nature—to make a good mixer.

Salesmanship today is a profession—it is not a trade—it is absolutely one of the greatest of professions, because it is triumph of mind over mind; but yet with all these qualities a man to be a

# Customer Depreciation

What do you set aside for this?



**N**O manufacturing business that expects to be permanent fails to provide a reserve for depreciation of plant and equipment.

Yet the very same business firm that is so provident about plant and equipment will often abandon its list of customers to the wear and tear of competitive advertising, a hostile trade attitude, or any one of a number of influences that are constantly bringing about customer depreciation.

We are often consulted by business firms that are suffering from this kind of depreciation—the gradual loss of customers who are not being replaced in proportion to the rate of loss.

Generally the story is the same: A good volume of business built up over the years; then a halt; then a gradual decrease as time goes on.

These firms, as a rule, have gotten along with very little advertising. Some have never advertised at all.

So they put the problem up to us, saying, "What can you do for us?"

Advertising can often turn the tide, but success depends largely upon the viewpoint toward advertising of the firm that undertakes it.

When machinery has been neglected, when buildings have been neglected, the process of restoration takes time. It takes money. If there is no financial reserve provided for this purpose, bankruptcy often results.

When a business has neglected its list of customers, it faces a similar situation.

Yet the wear and tear on a plant and the wear and tear on a list of customers are cases of neglect that are easy to prevent by taking the proper precautions.

The proper precaution to prevent the falling away of customers is to keep in touch with them frequently through advertising.

Just as a merchant who handles your line must be sold and re-sold year after year, so must the ultimate consumer of your goods be sold and re-sold.

Competitors with goods of a nature similar to yours may be constantly modernizing their products—keeping step with the national spirit of progress.

Through the contact of advertising, these competitors often develop new packages, new sizes, and very often new uses, which have a stronger selling appeal than the old.

These competitors have a decided advantage over the under-advertised or the unadvertised product.

Public opinion is a capri-

cious thing. You must constantly sound it and constantly foster it in favor of your goods. If you fail to do this, your customers are in constant danger of swaying to another similar product, perhaps no better, but superficially having more appealing promise.

The business that expects to be operating five years from now, or ten years from now, cannot afford to make up a budget without adequate provision for insuring the longevity of its customers.

Customer depreciation is a hazard that confronts every business. This is why you see in every magazine and every newspaper the advertising of so many long established firms — firms which make goods so well known that you probably often wonder why they advertise at all.

GEORGE BATTEN COMPANY, INC.

*Advertising*



NEW YORK  
383 Madison Avenue  
BOSTON  
10 State Street  
CHICAGO  
McCormick Building

GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

successful salesman must know his goods and his business, and if he doesn't he will be turned down like a stone thrown off a bridge. No man can hope for success representing his company on the road unless he knows his business better than the man to whom he sells his goods. If he has not yet attained that position the sooner he does it the better, or else the sooner he resigns and comes home—turns in his samples and lays down his grips, the better for us and the better for him.

A salesman's territory is like a cornfield—it needs cultivation to yield any crop. Some salesmen impress me that they work in their cornfields like the Indian squaw, who used to scratch over the soil a little ways with a stick, and then drop in a few casual grains of corn here and there—then go off hunting or sleeping—come back and expect to find a good crop, and wonder why she hadn't one. I say, therefore, it is ability in your work. It is not enough for you to keep busy—you must keep busy in the right way—use system and method. It is not enough to be always doing something—the thing is to get something done.

I saw an item in a newspaper a few days ago which impressed me—it read something like this: "Some salesmen are like a switch engine in a freight yard—they keep on puffing up and down, but they never get anywhere—the bell rings and the wheels go around, and the whistle blows, but they are still in the same place—they never make any progress." I think that is quite a good simile.

One thing that I regard as quite essential to your success; and that is, before you enter a man's store you should have some well-digested plan in your mind of how you are going to make your visit interesting to him. You must bring some contribution to him in the way of entertainment—some bit of news—some reference to what he said to you on your visit to him—something complimentary to himself, his store or his family—something relating to local affairs—something in reference to the

current topics of the day—whether it be the last speech of the President at Chicago, when called upon by the labor unions, or whether it be the Japanese-Russia War, and the impending conflict between the navies of the two nations. I consider good "small talk" the most valuable asset of a salesman and one that is largely overlooked or under-estimated by the average traveling man.

### Words Alone Are Dangerous in Foreign Trade-Marks

"In countries not using the English characters, trade-marks consisting of words alone are of doubtful value, hence the extensive adoption in China and Japan of what are known as 'chop' marks," Albert E. Parker, of Marks & Clerk, New York, told members of the Export Managers Club of New York recently. "Here," he said, "consideration has to be given to the sensitiveness of the nationals of different countries, so as to avoid the adoption of a mark which would give offense to the purchasers or traders in the countries concerned. In China, for instance, the Chinese word for sun should not be used, as it is part of the word for Japan. The Chinese characters for seedless raisins read 'wutaz,' which while they mean 'without seeds' also means 'without sons.' As every Chinaman wishes to have a son, any product advertised as suggesting 'without sons' would be distinctly objectionable. Hence in China the expression 'without kernels' was adopted instead of the well-known mark used in the United States."

### C. J. Oppenheim Retires from Oppenheim Collins

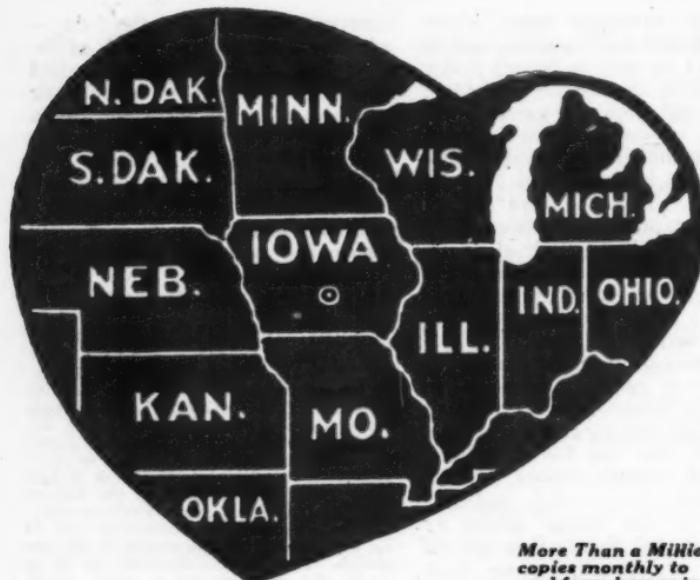
Charles J. Oppenheim, first vice-president of Oppenheim, Collins & Company, New York, women's wear chain-store operators, has retired from active membership of that company, although he will remain a director. He was one of the founders of the business in 1901.

### R. T. Willigan with I. A. Klein

Robert T. Willigan, who has been with The H. K. McCann Company for the last twelve years, has joined I. A. Klein, publishers' representative, New York.

### Harvey C. McClary Dead

Harvey Clark McClary, vice-president of the Fairbanks-Morse Company, Chicago, manufacturer of scales, engines, pumps, etc., died at Evanston, Ill., on May 30. He was seventy-eight years old.



*More Than a Million  
copies monthly to  
real farm homes in  
real farm territory*

Successful Farming works to make the business of farming more pleasant and profitable. Editorially, it stimulates achievement. Its outlook is hopeful and wholesome.

Better farming, better homes and home life mean new farm equipment, household labor-savers, comforts and conveniences—in other words, a market for worthy products.

## MEREDITH PUBLISHING COMPANY

SUCCESSFUL FARMING—THE DAIRY FARMER  
BETTER HOMES AND GARDENS

F. O. BOHEN, *Advertising Director*

E. T. MEREDITH, *Publisher, Des Moines, Iowa*

# SUCCESSFUL

Chicago Office:  
123 W. Madison St.

New York Office:  
270 Madison Ave.

St. Louis Office:  
Syndicate Trust Bldg.

## Confidence Earned

Successful Farming has earned the confidence of the more than a million farm families through its helping farmers to live better and make more money farming.

Products and services advertised in, and underwritten by, Successful Farming likewise enjoy this reader confidence which in turn means more business from farmers.

This reader confidence is what puts Successful Farming at the top of so many important farm advertising campaigns.

*"There's a Difference In Farm Papers"*

# UCCESSFUL FARMING

East City Office:  
Bank Bldg.

Minneapolis Office:  
Palace Bldg.

Western Office:  
Sharon Bldg., San Francisco

June 3, 1926

# Extremely Progressive

In PRINTERS' INK for May 20th there is an article on page 111, entitled "Farm Market for Electrical Devices Opening Up."

Reading this, we find that F. H. McCormick of the Edison Electric Appliance Company says that "the small town is extremely progressive electrically."

You can just put it down, that any town that is "extremely progressive electrically" is also progressive in every other way.

The best of these "progressive" towns are in the Middle-West, where also are the *three million* readers of **Household Journal**.

700,000 paid-in-advance subscribers at \$2.75 per line. Proven profitable thousands of times by advertisers who require direct returns.

## *The* **HOUSEHOLD JOURNAL**

---

IRA E. SEYMOUR, *Adv. Mgr.* - Batavia, Illinois

*Chicago Office*

Rhodes & Leisenring, *Managers*  
Bell Building, 307 Michigan Blvd.  
Central 0937

*New York Office*

A. H. Greener, *Manager*  
116 West 39th St.  
Room 634

## A List of 2,300 House Publications

JOHN THOMAS BATTs, INC.  
GRAND RAPIDS, MICH.

*Editor of PRINTERS' INK:*

We have been making plans for some little time past for the editing of a house-organ. Naturally, we are interested in securing as much information as possible covering this subject, in order that we may produce a fairly presentable magazine; and with this in mind we should like to ask that you give us a list of some of the better-known firms that are at present publishing a house-organ.

JOHN THOMAS BATTs, INC.  
CARL T. BATTs.

TOO often house magazines are started on the impulse of a moment. There would be far fewer failures in this field if investigations such as that conducted by John Thomas Batt, Inc., were made before the publication was started.

PRINTERS' INK is in a position to furnish the names of a total of 2,300 house publications. Of this number, 1,500 are general house magazines—publications distributed to dealers, jobbers, consumers, etc. The remaining 800 are employee magazines.

A list of employee magazines appeared in the following numbers: March 25, 1926, p. 168; April 8, p. 213; April 22, p. 195; May 13, p. 168.

A list of general house publications was published in these issues: July 2, 1925, p. 81; July 9, p. 125; July 16, p. 131; July 23, p. 141; July 30, p. 124. Supplementary lists of general house magazines are to be found in the following issues: August 27, 1925, p. 114; December 10, 1925, p. 44, and January 14, 1926, p. 96.

Both the employee magazine list and the general house magazine list are available in reprint form. They are both sold at cost—twenty-five cents each.

Following we print a list of sixty-five general house magazines not included in any of the compilations mentioned above. The code at the beginning of the list is a guide to the kind of circulation each publication has. This aids in building up an exchange list that contains

only the kind of publications that are wanted.—[Ed. PRINTERS' INK.]

"A."—Agents.  
"C."—Customers.  
"D."—Dealers.  
"J."—Jobbers.  
"P."—Prospects.  
"S. O."—Sales Organization.  
"U. C."—Ultimate Consumer.

Addressograph Co., Chicago: "Addressograph-er," S. O.  
Advance Mailing Co., New York: "Letter Life Lines," C.P.  
American Bond & Mortgage Co., New York: "American Bond Accelerator," S. O.

American Radiator Co., New York: "American Heating Merchant," Plumbing and Heating Trade.

Battle Creek Food Co., Detroit, Mich.: "Home Digest," C.P.

Beaver Products Co., Inc., Buffalo, N. Y.: "Beaver Sale-O-Graph," D.

Bruna Radio Corp., Long Island City, N. Y.: "Radio Researches," Radio Experimenters.

Bunker Co., Fort Worth, Texas: "Bunker's Barrage," S. O.

Celite Products Co., Los Angeles, Calif.: "Celite," S. O.

Chapman Paper Co., T. P., St. Louis: "Chapaco Bulletin," C.P.

Citrus Products Co., Chicago: "Blue Bird Notes," Bottlers.

Cohn & Rosenberger, Inc., New York: "Coro Jewelry News," D.

Columbia Feather Co., Chicago: "Columbia Faultless Magazine," C.P.

Columbia Gas & Electric Co., Cincinnati, Ohio: "Servant in the House," C.

Columbia Tire Corp., Portland, Oreg.: "CTC Mixing Mill," D.

Commercial Paste Co., Columbus, Ohio: "Gluey Gleanings," C.P.

Co-operative Dental Laboratory, Baltimore, Md.: "Co-Operative Chatter," Dentists.

Coyne & Company, Inc., New York: "Coyncidents," C.P.

Davenport Hosiery Mills, Chattanooga, Tenn.: "Humming Bird Times," D.

Duluth Show Case Co., Duluth, Minn.: "Hardware Merchandising," D.

Educational Exhibition Co., Providence, R. I.: "Edexco Graphics Age," C.P.

Eimons Mercantile Co., Superior, Wis.: "Temco Pep," D.

Foster Laboratory, Newark, N. J.: "Medical Philosopher," Physicians Foundation Press, Inc., Cleveland: "Crusader," S. O.

Fyr-Fyter Co., Dayton, Ohio: "Fyr-Fyter News," S. O.

G. H. P. Cigar Co., Inc., Philadelphia: "Policy," J.S. O.

Gillette Safety Razor Co., Boston: "Gillette Window," D.

Gilmer Company, L. H., Philadelphia: "Happy Van Club News," J.S. O.

Graybar Electric Co., Inc., New York: "Graybar Tag," D.

Great Atlantic & Pacific Tea Co., Jersey City, N. J.: "A. & P. News," C.

Greenwich Savings Bank, New York: "Little Acorns," Depositors.

Hastings & Co., Philadelphia: "Hastings XX-tra," C.P.-J.S. O.

Hills Bros. Co., New York: "Caravan," S. O.

Home Savings Bank, Boston: "Busy Bee." School Children.  
 Imperial Candy Co., Seattle, Wash.: "Between Friends." D.  
 International Railway Co., Buffalo, N. Y.: "IRC Service Talks." Car riders, stockholders and employees.  
 International Trade Developer, Inc., New York: "Log." S. O.  
 Kelleradio, Inc., San Francisco, Calif.: "Kellergram." D.J.  
 Knopf, Alfred A., New York: "Borzo Broadsides." Buyers of books.  
 Lawyers Co-operative Publishing Co., Rochester, N. Y.: "Co-op Era." S. O.  
 Maintenance Co., Inc., New York: "Minute Man." C.P.  
 Maryland Mat Co., New York: "Maryland Mat Matters." S. O.  
 Morgan Woodwork Organization, Chicago: "Ladder." D.  
 Mundy Sales Corp., New York: "The Hoister."  
 New Orleans Public Service, Inc., New Orleans, La.: "Service." Passengers.  
 Northwestern Chemical Co., Marietta, Ohio: "North of the Neckband." D.  
 Oak Rubber Co., Ravenna, Ohio: "Oak Leaf." J.-D.  
 Optical Service Corp., New York: "Step." D.-S. O.  
 Penn Mutual Life Insurance Co., Philadelphia: "News Letters." Sales Letters; "Pennmutualism." Agents.  
 Philadelphia Belting Co., Philadelphia: "Philadelphia 4-Syte." C.P.-J.S. O.  
 Phoenix Knitting Works, Milwaukee, Wis.; "Phoenixian." D.  
 Public Service Co. of Colorado, Boulder, Colo.: "Triangle." C.P.  
 Sanderson-Barclay, Ltd., Toronto, Ont., Canada: "Post-Box." C.P.  
 Standard Accident Insurance Co., Detroit, Mich.: "Standard Cog." Agents.  
 Standard Bank, New York: "Yorkville Standard." Depositors.  
 Stewart-Warner Speedometer Corp., Chicago: "Announcer." D.  
 Stuart, Edwin H., Inc., Pittsburgh: "Type Graphic." C.P.  
 Studebaker Corp. of America, South Bend, Ind.: "Studebaker Wheel." C.P.  
 Sun Printing Co., Pittsfield, Mass.: "What's Under the Sun?" C.P.  
 Titche-Goettinger Co., Dallas, Texas: "Trend of Fashion." C.  
 Truscon Steel Co., Youngstown, Ohio: "Pro and Con." D. "Trusconitor." S. O.  
 United Advertising Agency, New York: "Odds & Ends." Clients.  
 Upjohn Company, Kalamazoo, Mich.: "Overflow." S. O.  
 Utensils Co., Fort Wayne, Ind.: "Wrinkles." S. O.  
 Wesel Manufacturing Co., F. Brooklyn, N. Y.: "Wesel Topics."  
 Wilsey & Co., Inc., R. E., Chicago: "Wilsey Outlook."

### Furniture Companies to Consolidate

There will be a consolidation soon of the Berkey & Gay Furniture Company, Grand Rapids, Mich., the Wallace Furniture Company and the Grand Rapids Upholstery Company, under the name of the Berkey & Gay Furniture Company.

### Buys Folmer-Century Division of Eastman Kodak

The Folmer-Century Division of the Eastman Kodak Company, Rochester, N. Y., has been purchased by Clark, Williams & Company, New York bankers, and the Folmer-Graflex Corporation formed. This company will manufacture Graflex, Factograph, aerial, studio, fingerprint cameras and supplies. William F. Folmer, the founder of this branch of the Eastman company, is president of the Folmer-Graflex Corporation.

### New Soap Being Advertised

The Beaver Soap Company, Dayton, Ohio, has applied for registration for the trade-mark "Raino" for a new cocoa castile hardwater soap. Franklin Dunlap, general manager of the Beaver company, informs *PRINTERS' INK* that this product is being introduced in certain parts of Ohio through the use of newspaper and direct-mail advertising. The campaign will be increased until all hardwater sections are covered. The Procter & Collier Company, Cincinnati advertising agency, is directing this advertising.

### Division of American Stove Company Changes Name

The name of the National Stove Company division of the American Stove Company, Lorain, Ohio, manufacturer of Direct Action gas ranges and oil stoves, has been changed to the Direct Action Stove Company division. The change was made to identify the company with its advertised product.

### W. T. Diehl Appointed by "The Rosary Magazine"

William T. Diehl, publishers' representative, has been appointed Western representative of *The Rosary Magazine*, New York, with headquarters at Chicago.

### Horace Rogers with Grand Rapids Agency

Horace Rogers, formerly with the Etheridge Company, Grand Rapids, Mich., has joined the Allen G. Miller Company, advertising agency of that city, as copy and contact man.

### New Account for George Batten

Galey & Lord, New York, distributors of Aberfoyle cotton and rayon fabrics, have appointed the George Batten Company, Inc., to direct their advertising.

### Chicago Agency Changes Name

Auspitz & Lee, Chicago advertising agency, has changed its corporate name to Auspitz-Lee-Harvey.

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# The Lillibridge Viewpoint

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Number Two      Issued from No. 8 West 40th Street, New York

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## It Was the Third Time He Had Wanted Chicken a la King!

**I**N the last issue of THE VIEWPOINT we set forth the advantages of "ordering from the left." This reminded our good friend Walter Robbins of an incident that happened several years ago at the Waldorf. It seems that a certain would-be-sophisticated New York business man was entertaining an up-state man at luncheon at this famous hostelry. Desiring to impress his visitor with his importance, he called the head waiter.

"George," he said pompously, "Can't I have Chicken a la King?"

"Why certainly, Mr. Blrrrrlnn. Anything you desire you shall have."

"Well, it's almost never on the menu. I'm very fond of it and I've watched for it every day this week but—"

"Oh, the menu!" with a deprecatory shrug of the shoulders—"The menu, it merely offers a few suggestions for people who don't know how to order!"



BECAUSE of our Fee-and-Budget system we are in a position to offer our clients a service not based on any "menu."

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THE LILLIBRIDGE VIEWPOINT

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They can have anything they want in the way of service, and, furthermore, we are in a better position to recommend what we believe they should have, whether our recommendations earn commissions or not.

### Peter Tordenskjold Attacks With Pewter

SOMETIMES we think the reason many salesmen are not more successful in making sales is because they are furnished with too much "ammunition": too many things to give the dealer, free; too much in the way of "scenery"—elaborate portfolios, fancy thises and thats. Instead of props, these things sometimes become crutches. The salesmen depend on them rather than on themselves.

The true spirit of selling is the spirit of that plucky old Danish sea captain, Peter Tordenskjold. Attacked by a Swedish frigate, after all his crew but one had been killed and his supply of cannon balls was exhausted Peter boldly kept up the fight, firing pewter dinner-plates and mugs from his one remaining gun.

One of the pewter mugs hit the Swedish captain and killed him, and Peter sailed off triumphant!



WHICH brings to mind the career of a young man by the name of Edmunds who took a job as cub salesman with a prominent New York firm six years ago. He was as green and unsophisticated as they come. He knew nothing about the Science of Selling. But he did itch to *sell*.

One morning he came upon the proof of a new advertisement—one of a series which was being made up into a handsome salesmen's portfolio for the city salesmen to start out with the following morning. The arguments in

## THE LILLIBRIDGE VIEWPOINT

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the advertisement impressed him. While most of the crowd hung around the office that day waiting for this promised new portfolio and the rest of the new season's "ammunition," young Edmunds slipped over to Third Avenue and started calling on storekeepers. Before noon the beautiful proof was rather badly crumpled and bore the greasy thumb prints of numerous Third Avenue grocers. By three o'clock he was weary with tramping, but the magic of the proof led him on—up Third Avenue and down Second. By night his order book was almost a third full. . . Last year they put Edmunds at the head of the Chicago territory with 18 men under him.

Warfare or selling. . . a pewter plate or a crumpled proof. . . it's the spirit of the attack, not the ammunition, that counts.

\* \* \*

*O*f course Lord Riddell, the well known English publisher, did not have the Lillibridge "objective method" or Lillibridge "follow-through" in mind when he wrote, "No great success can be achieved without concentration of two kinds—first, concentration on the main project, and, second, concentration on its details." But he couldn't have expressed the Lillibridge philosophy better.

\* \* \*

### Fortunes in Hidden "Leaders"

**T**HIS from an advertisement in the *Manchester Guardian*: "Great discoveries arise out of something which everybody has seen but only one man has noticed. The biggest fortunes are made out of the opportunity which many men had but only one man saw."

Certainly, the genesis of many an American fortune has been the "noticing" of some humble product—such

PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

as the soft stone from which Bon Ami is made, the smooth cheese which we now know as Phenix, the humble yeast cake, wheat middlings, a radiator valve—and the application of advertising to make the millions "notice" it, and buy it.

There are today, in dozens of fields, odd specialties or commonplace staples that could be lifted out of the line and used as the basis for a substantial business through the application of marketing imagination and advertising.

It would be a pleasure to us to be invited by any manufacturer, or any firm dealing in raw materials, to go over his products or manufactures to discover whether there may not be among them some unsuspected "leader" that could be developed with great profit into a business of substantial proportions.

### What Next?

**M**EN who like to give their minds a little rope that they may roam into the future, will enjoy the essay on "What Next in Advertising?" written by Robert R. Updegraff of our company. It is stimulating reading, and it shows how limited is the use to which advertising has been put so far. It should be of especial interest to periodical publishers.

A reprint will be sent gladly to any interested inquirer.

8-6131-2

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**RAY D. LILLIBRIDGE INCORPORATED**

*Advertising · No. 8 West 40th Street · New York*

Telephone: Longacre 4000

Founded



in 1899

# How a Railroad Rises Above Its Marketing Handicap

With No Competition Permissible in Price, It Must Sell Its Service So As to Develop Customers

By J. B. Ford

Vice-President, Chicago & Eastern Illinois Railway

A YEAR or so ago, Jackson Johnson, chairman of the board of the International Shoe Company, in a *PRINTERS' INK MONTHLY* article, advised manufacturers to cut their selling price if they wanted to make more money. His idea was, of course, that lower unit prices would increase consumption and that the aggregate profits of the business thereby would be larger by reason of minimum cost of production per unit, and maximum production at the maximum price which would produce maximum consumption.

For years, the railroads have been attempting to keep their rate structures and operation so adjusted as to fit in closely with this sound merchandising principle. In other words, they have endeavored to establish a rate structure which would aid in creating a maximum volume of profitable tonnage and at the same time permit of a balanced operation at the lowest cost per unit of traffic handled. Heavy tonnage in one direction and a light movement in the other does not permit of a balanced operation—therefore, to create additional tonnage in the direction of the light movement, it frequently happens that the rates can properly be made lower on the same class of commodities than in the direction of the heavy tonnage movement, provided there is no discrimination in relationship of markets.

But the price of railroad labor is fixed by a governing body; the rate structure is supervised by another governing body; there are Federal and State regulatory laws which must be complied with; and the transportation costs per unit of consumption are already so low that in many instances they can

hardly be found in the cost price of the article to the consumer. Therefore, in the transportation of products throughout the country, notwithstanding the thousands of rate reductions constantly being made, our experience has been, in many instances, that a reduction in freight rates or passenger fares does not create additional business and means merely that the railroad earns less revenue on the traffic handled. Indeed, there have been instances where traffic has fallen off after a reduction in rates has been made.

I mention this situation to show the peculiarly difficult selling problem faced by any railroad that aspires to develop more business.

#### RIVALRY IN SERVICE

But while there can be no competition in the selling price of transportation, there can be competition in service. Service, after all, is what people buy when they pay their money for clothing, automobiles, home furnishings or almost anything else, including the privilege of riding on trains or having freight shipped.

Leading railroads, correctly visualizing these things, have come to see that, barring the one element of price competition, their selling task is not so widely different from that of the manufacturers of commodities.

There has to be a theme for all successful advertising. Just because a person has something to sell is no particular reason why he should be successful in selling it. He has to show, through advertising and personal salesmanship, that his merchandise is going to be desirable for the purchaser—extend service, in other words.

The theme of our advertising is

June 3, 1926

the essential part our road has in the business program of the country.

These facts are made familiar through printed advertising and by the work of our representatives. The railroad salesman must know intimately the facilities his line has for performing various kinds of service. And our effort is to give him the advertising vision in such a way that he can present the story convincingly.

The forces that make a successful railroad must be combined in a well-trained organization, each department co-operating with the others in producing the best results for the benefit of the traveling and shipping public as well as for the company. In the traffic department there must be several divisions working along well-defined lines. These are not only in the interest of producing revenue for the company, but likewise in assisting the traveler, the manufacturer, the farmer and all others who must use transportation facilities.

It is necessary for us to maintain selling organizations on-line, and also at off-line points in many important manufacturing and trade centres of the country. This is done so that manufacturers and other shippers and receivers of freight can be in daily touch with railroad representatives to see that their products are properly distributed from producing to consuming sections—also that passenger travel may have first-hand information and assistance.

These agencies are charged specifically with many duties to the public, including:

Information as to passenger travel; sleeping-car reservations; train schedules; rate quotations; routing of freight traffic; through package cars; passing reports of freight cars; reconsignments or diversions; tracing shipments; embargoes; various rules and regulations; export and import matters and matters pertaining to foreign trade; agricultural development and marketing of products of the soil; special passenger or freight train services and

other special services; industrial locations and development.

Permanent traffic development for a railroad must be carefully studied and plans laid in advance, sometimes with large expense, and revenue returns to be seen only far in the future.

New industries must be located on the line. The industrial division can give material assistance to any party in securing the desired location for a plant and in the solution of most questions connected with it. When the industry is located and begins turning out manufactured articles, the railroad cannot then rest its activities, but must assist in developing and broadening the markets of consumption. The railroad cannot afford to see an industry on its line idle for lack of markets. The road is therefore vitally interested in the success of every industry located on its rails and must co-operate with it and assist in building up its business.

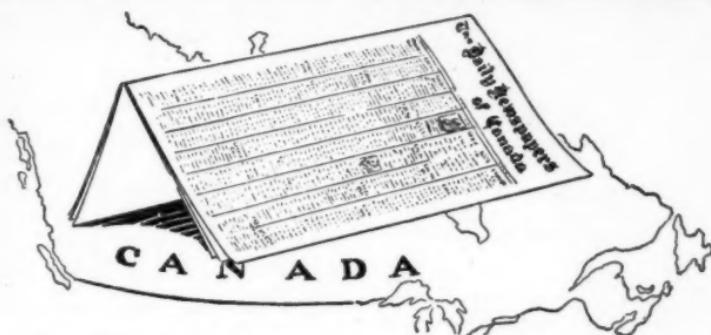
#### FARMERS ARE HELPED

In agricultural development work, we furnish expert advice—in many instances advising the farmers what to grow, how to cultivate it in order to produce the greatest yield per acre, and how the crops should be rotated to conserve the fertility of the soil, and the proper method of combating the insect pests and other blights which attack the plants. The agricultural development service men do not attempt to persuade the farmers to experiment with unknown fruits and vegetables. When the crop is harvested, advice as to grading, packing and shipping and the selection of markets is frequently helpful.

In the same way, advice is given as to livestock, dairy and poultry-raising. The breeding, care of stock, shipping and market information is usually of great value to the producers.

The railroad agent must take an active interest in the welfare of the community in which he lives. He must aid in broadening the distribution of commodities in the interest of producers and con-

**Nova Scotia**      **Quebec Ontario**  
**New Brunswick**      **Prince Edward Is.**



**NOTE THIS**—there is probably a greater proportion of National advertising in Canadian papers year after year than in papers published elsewhere in the world.

This should prove what we have always contended—you must use Canadian newspapers to reach the Canadian consumer and dealer.

## The Daily Newspapers of Canada

*Write these papers—ask your agency*

### Pacific Market

|           | Population  | Newspaper |
|-----------|-------------|-----------|
| Vancouver | ....175,000 | Province  |
| Victoria  | .....60,000 | Colonist  |

### Prairie Market

|            | Population  | Newspaper      |
|------------|-------------|----------------|
| Winnipeg   | ....280,000 | Free Press     |
| Winnipeg   | ....280,000 | Tribune        |
| Edmonton   | ....70,000  | Journal        |
| Lethbridge | ....15,000  | Herald         |
| Calgary    | ....75,000  | Herald         |
| Regina     | ....35,000  | Leader & Post  |
| Saskatoon  | ....31,000  | Phoenix & Star |
| Moose Jaw  | ....20,000  | Times & Herald |

### Maritime Market

|         | Population | Newspaper     |
|---------|------------|---------------|
| Halifax | ....75,000 | Herald & Mail |

### Ontario Market

|            | Population  | Newspaper      |
|------------|-------------|----------------|
| Toronto    | ....650,000 | Globe          |
| Toronto    | ....650,000 | Telegram       |
| Hamilton   | ....121,000 | Spectator      |
| London     | ....70,000  | Advertiser     |
| London     | ....70,000  | Free Press     |
| Kingston   | ....25,000  | Whig           |
| Kittohener | ....30,000  | Record         |
| Peterboro  | ....25,000  | Examiner       |
| Brockville | ....12,000  | Recorder-Times |

### Quebec Market

|            | Population  | Newspaper              |
|------------|-------------|------------------------|
| Montreal   | ....839,000 | Gazette                |
| Quebec     | ....117,500 | Le Soleil<br>(French)  |
| Sherbrooke | ....25,000  | La Tribune<br>(French) |

**Manitoba**  
**Saskatchewan**



**Alberta**  
**British Columbia**

sumers, and act as a bureau of information for shippers and receivers with respect to matters pertaining to the transportation of their goods over his road or for the salesman, tourist and others desiring to travel.

It has been said that there are three selling problems of competitive transportation for the railroads which must be given serious thought at this time:

1. Motor trucks and motor-bus traffic.
2. Air traffic.
3. Inland waterway and Panama Canal traffic.

I see no reason to feel that any of these will ever menace the supremacy of rail transportation in this country. Each of these modes of transportation, if properly drafted to fit purposes to which it is peculiarly adaptable, will supplement and strengthen the transportation system of the country. Each of them can be made very useful in acting as feeders for the others, and each should be self-sustaining.

With proper co-ordination of facilities, routes, responsibilities, and efforts, all forms of transportation can be made to fit into the general plan to give this country the highest class of transportation for both passengers and freight.

#### Appointed by W. F. Dougherty & Sons

Walter Schulze, formerly of the Philadelphia *Evening Bulletin*, has been appointed advertising manager of W. F. Dougherty & Sons, Inc., Philadelphia, manufacturer of kitchen equipment.

#### Philip Morris Income Gains

The report of Philip Morris & Company, Ltd., New York, cigarettes, shows a net income, after charges, of \$193,518 for the year ended March 31, 1926. This compares with \$140,050 in the previous year.

#### R. H. Cromwell Joins San Francisco Agency

Ralph H. Cromwell, formerly engaged in newspaper work at San Francisco, has joined Norman F. D'Evelyn, advertising agency, of that city.

#### An Echo from "Page the Foodstuff Copy Writer"

THE AMERICAN FOOD JOURNAL  
NEW YORK, May 21, 1926

*Editor of PRINTERS' INK:*

Our thanks to Louise Rice, author of "Page the Foodstuff Copy Writer," and to PRINTERS' INK for its sagacity in featuring the material!

That an ever increasing number of food manufacturers entrust their copy writing to "people who know what they are talking about" is cause for thanksgiving. Until such time as all executives in that particular field have fallen into line, articles from Mrs. Rice and others like her should be broadcast from Portland to Portland!

That touch about a message "from woman to man" is a telling one! No dwelling on petty details of "sex equality" there! Merely common sense! Why should not a woman know more than a man about what other women find most helpful?

Construction of foodstuff copy is of vital interest to us all. As a publication charged with the responsibility of helping food manufacturers with their problems *The American Food Journal* thanks PRINTERS' INK for printing so practical and constructive an article.

THE AMERICAN FOOD JOURNAL,  
WINIFRED STUART GIBBS,  
*Editor.*

#### New England Brick Manufacturers Advertise

The Brick Manufacturers Association of New England is conducting a newspaper campaign in that territory which ties in with the national educational campaign of the Common Brick Manufacturers of America. The New England advertising is under the supervision of Wesley R. Warren, secretary of the association.

#### New Paper for Mankato, Minn.

A daily newspaper, the *Evening Herald*, recently began publication at Mankato, Minn. The publisher is O. J. Quane, former publisher of the St. Peter, Minn., *Herald*. Robert Baker, of Mankato, has been appointed advertising manager.

#### New Accounts for Auspitz-Lee Harvey

The National Pen Products Company, Inc., and the Chicago Curtain Stretcher Company, both of Chicago, have placed their advertising accounts with Auspitz-Lee-Harvey, Chicago advertising agency.

#### G. W. Sutton Joins "Gas Station Topics"

Glenn W. Sutton has joined *Gas Station Topics*, New York, as vice-president and general manager. He was formerly president of *Petroleum Age*, Chicago.



YOU might think that the underwear business is slow, steady and devoid of excitement—but one year's advertising in the Economist Group opened for one manufacturer 300 substantial accounts that his salesmen had not solicited, and started negotiations that led to profitable business in Honolulu and Manila. He knows the POWER of the Economist Group. If properly advertised, any good line can be profitably advertised to department and dry goods stores.

(239 W. 39th St., N. Y., and principal cities)

# "Get the Demand— We'll Push Your Goods"

That's Every Dealer's Story—  
The Reason Reaching the Consumer  
Is the Big Point in Advertising

*You tell the millions—They'll tell the dealer*

THE more carefully men analyze advertising, the more they find Mrs. O'Grady and the Colonel's Lady the real buyers for the merchants of the country.

They tell every department store, chain store, every corner merchant what to buy. Dealers buy for their customers, not for themselves. Jobbers buy what the "trade" tells them to buy. Sales sheets start with the consumer.

Thus, to pay out, advertising must sway the millions. *For consumer demand, as all records prove, is the only traceable source of dealer demand.*

Trade marks whose value is rated in countless millions are founded on consumer demand. National advertising to return maximum profit must aim first for that end. Modern advertising is predicated on that simple proposition.

**"Meet  
the Wife  
Too"**

Thus men who advertise for profit today ask one question above all others: "Will my ads be seen and be read by the millions?" For thus alone can dealer sales be multiplied. That is why LIBERTY, offering four unique advantages in winning maximum consumer influence in the weekly field, has become an advertising sensation.

## 1 "LIBERTY Meets the Wife, Too"

85% of all advertisable products are influenced by women in their sale. Few advertisers today can afford to overlook "the wife" in the costly weekly field. 45% of LIBERTY's readers are women. Every issue appeals alike to men and women because of LIBERTY's unique policy of editing to both. That means a 100% reading in the home. Because LIBERTY appeals



to the whole family its reading is multiplied.

## 2 "No Buried Ads"

Every ad in **LIBERTY** is printed at or near the beginning of a fiction or editorial feature. That's due to a unique type of make-up which no other publication employs. Thinking men don't ask "Will my ad be read?" when that ad is booked for **LIBERTY**.

## 3 Minimum Circulation Waste

78% of **LIBERTY**'s total circulation is in the districts which return 74% of the total taxable incomes of the country, 48% of the total motor-car registration, and in which by far the great majority of advertised products are sold.

## 4 99% Newsdealer Circulation

**LIBERTY** has a net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. **LIBERTY** is not sent to these readers wrapped up—unlooked

78%  
Circulation  
in  
Big Buying  
Centers  
Only

for. They buy it, bring it home, read it of their own will. That means a circulation that is responsive because it is 100% interested in **LIBERTY**.

For those reasons results among the most remarkable in advertising are being attained for scores of America's leading advertisers.

Results that achieve a reduction in inquiry costs of 40% and more. That are multiplying dealer sales. That are activating sales organizations, dormant to costly campaigns in less forceful publications, to respond to a man, almost overnight, to advertising in this amazing weekly.

If your problem in advertising is reaching the consumer, these facts will impress you.

Because of them inquiry costs in **LIBERTY** are being reduced as high as 75% and more. Dealer sales are being multiplied because of tremendous consumer influence. Scores of the most successful advertisers in America will tell you this.

99%  
Newsdealer  
Circulation

5c **Liberty**  
A Weekly for the Whole Family

A net paid, over-the-counter and newsdealer circulation of more than 1,100,000 copies every week. Page rate, \$3,000. Rate per page per thousand, \$2.72. The cost of **LIBERTY** is lower per thousand circulation — back cover excepted — than any other publication in the weekly field.

## Are Agencies Developing Their Space Buying Departments?

Have advertising agencies in general given the same relative thought to improving their space buying departments as they have to their research, copy and other departments?

Are directories, circulation figures, lineage and rates the alpha and omega of space buying?

True enough, the newspaper publisher visits the buyer. The special representative travels his cities and in turn visits the buyer.

But how many agency space buyers ever visit the cities and personally get local experiences with competitive newspapers?

One man cannot cover the United States but he *can* lay out a definite program of travel for himself each year.

An agency can very well afford to maintain a well paid space buying department with a definite policy of personal field work and travel year after year.

Newspaper advertising, actually *selling* more merchandise than any other type of printed advertising, is a sales force worthy of one's most intelligent study.

### E. Katz Special Advertising Agency

Established 1888

#### Publishers' Representatives

Detroit

New York

Kansas City

Atlanta

Chicago

San Francisco

# The Poster Style in Publication Advertising

Reducing the Number of Tones to the Minimum Makes for Clarity, Visual Carrying Power and Strong Individuality

By W. Livingston Larned

OCASSIONALLY, one comes across an advertising illustration which seems to possess a new atmosphere, a sureness of handling, that is at once restful to the eye, because there are no involved details.

It will be found, as a rule, that these illustrative effects have their root in the poster spirit. Although rendered in black and white, they are peculiarly interesting and carry much of the flavor of the outdoor advertising school of pictorial atmosphere.

Much more attention has been paid to poster art, in all countries, for its simplicity, its directness, its lucid presentation of a subject, and this comparatively recent tribute is due in no small measure to the great improvement noticeable in the mastery of several flat planes of color.

For a time, it was usual to paint poster subjects as any artist might paint any conventional color subject. There was modeling and detail. It might require from ten to fourteen colors, in lithography, adequately to reproduce them in all their variety of delicate tones. But advertisers found that there was much to be learned from the existing examples of ancient Egyptian art. In venerable tombs, turned to the light after centuries, figure and animal compositions were discovered wherein the flat

plane of color was employed to striking advantage. Simple arrangements and few colors made these wonderful designs as strong as they were distinctive and compelling. The portrait of an Egyptian woman might be represented by one over-all flesh tint, against



THE SHARP CONTRASTS WHICH ARE SO CHARACTERISTIC OF POSTER TECHNIQUE FIND EQUAL FAVOR IN PUBLICATION ADVERTISING

which brilliant red lips were fashioned. There were no intermediate tints and textures.

America was the last to accept the true possibilities of this simplified color technique. For years, the European poster relied upon vivid contrasts and a few planes of color rather than life-like shading.

June 3, 1926

ing and detail. Our posters were well enough when seen close on, but at a distance, they were weak and unavailing. They did not possess carrying-power.

The fact remains that the increasing popularity of the poster art technique has persuaded advertisers that the same methods may be applied to periodical and even newspaper campaigns, where the picture is a highly important factor.

Artists, however, complain that it is not an easy matter to translate a subject into poster technique when only black and white is permitted. The colors contribute to the effect. And then another discovery was made, not without its commercial significance.

A national advertiser issued a poster of such a striking character that it was decided to incorporate it in the magazine series then being designed. A halftone in black and white was made from the color original. Far from losing its art identity, practically all of the simplified poster treatment was retained, and registered admirably.

But tones were reduced to not more than four and were flat grays, the approximation of whites, and solid black. In this case, it was the most popular and strikingly original design in a series of twelve illustrations. Here was clarity, and strength and individuality which did not exist in the old-style "bookish" drawings.

The campaign for the following season was painted by the poster artist, in colors, from which black-and-white plates were made.

It is often the custom to produce these canvases first in poster colors, although, from the beginning, it is understood they must finally appear in halftone black.

The artist paints in the proper mood when color is permitted. And there are methods of reproduction which solve certain color handicaps and hazards, such as reds and greens, and even yellows appearing out of key, and almost black, when photographed.

On the other hand, certain artists find it equally workmanlike to deal in tempera gray, and for



## What makes plumbing expensive?

**T**HIE plumber's labor costs these times the price of the pipe he installs. Yet some thoughtless people have him use cheap and temporary pipe. A few years ago . . . Rusty water! Leaks! Return visits by plumber! Plumbing calls for extra time, expense! Expense and expense and expense! . . . That is why there is economy in a pipe that will never need to be replaced—Brass Pipe.

Alpha Brass Pipe, "Brass pipe" is Alpha Brass Pipe. Alpha contains 10 percent more copper. The extra copper gives the pipe remarkable strength; it has no weak spots where corrosive

waters can attack. Reasonably, Alpha is also easier to thread; perfectly, it helps the plumber make leak-proof joints. Permanence in water-pipes is doubly sure with Alpha.

Good architects and plumbers agree that plain "brass pipe" is not a safe specification. Buy one of these on trade-marked pipe. Most of them now go further, and insist on the qualities which Alpha brings. Since Alpha sells at the price of ordinary brass pipe, you get the protection odds on expense whatever.

CHASE COMPANIES, INC.,  
WATERBURY, CONN.



THE POSTER TECHNIQUE DOMINATES THIS ILLUSTRATION

this purpose, pigments come, mixed, in pots and tubes, in a range which goes all the way from black to the most delicate gray. They are more convenient than when black and white are mixed to produce the proper gradations, and they "lay flat," which is a decided advantage. It was a long while before students of color mixture mastered this secret, by the way. Pigments would not remain fixed. They brushed on unevenly.

It is a true adventure in poster art, to take a sheet of jet black paper, and build a design upon it

in poster grays, with the white added at the very last moment, and then, sparingly.

Occasionally, the custom is to take three different tones of gray and white, with no other pigments on the mixing slab, and to rely upon these for the effects. The temptation is arbitrarily resisted to grow finicky and complicated. The simpler such drawings, the better. Detail must be reduced to the lowest number of terms. An entire shadow area may be in black or in one tone of dark gray. A high-light expanse, on the other hand, will be all white, with complete absence of detail. Everything is done by suggestion.

Making such illustrations on gray paper is equally advantageous. And such special papers may be had in as many as twenty different tones. It is easier, artists sometimes claim, to catch the poster spirit, when working against an over-all background tone or expanse of black. The handling of white is most positively simplified.

Attention may be called to two separate campaigns, in each one of which, the advertiser graduated from elaborate photographic subjects, and detailed wash drawings, to just the direct opposite, in the way of tempera grays and blacks.

One of these accounts is The Hall China Company. Formerly, it had been the custom to show the goods photographically. But there were many similar campaigns and true individuality in the art work was not in evidence. Then came original illustrations, in tempera black and white, so simplified that never more than two shades of gray were put to work, along with white and black. At once, an important art atmosphere was in evidence. The advertising took on a character which it had never previously boasted. It was "different," in a pleasing and legitimate manner.

With three-fourths of the illustration black, two or three products were superimposed, rendered in grays, and a white highlight

or strip of pattern, wisely added at the last moment. If a vase containing flowers was introduced, as a decorative and atmospheric touch, they were interpreted formally and in the true poster spirit, minus detail. The first glance of the eye was what counted. There were catalogues and mailing pieces to supply such factors if the interest of the reader was aroused. These same drawings could be enlarged and made into fine posters. Nor would they demand color to be effective.

It is rather generally true of poster illustrations that they are dark in tone, with much of the space devoted to black. This tends to give them carry-power and pictorial strength. Nothing ever quite succeeds in detracting from them. Your eye is sure to see them first.

This technique assists the user of limited space. Approximately the same result and technique can be obtained for newspaper use, by employing blacks and several shades of Ben Day pattern tint, of an uninvolved type.

#### SMALL CAMPAIGNS APPEAR LARGE

Small-space campaigns appear to be larger, when this technique is used. There is no adequate way to explain it, except, perhaps, that when illustrations are packed with detail and fine lines they always seem congested and crowded. The small space suffocates them.

But with the poster technique, the illustration calmly adjusts itself to any space, however limited. There are fewer visual distractions and fewer elements to contend with. Everything is compact and tight and unusually orderly. This appears to be a rule which nearly always applies and is a good point to remember when much must be accomplished in a limited area.

The poster artist does not think of fine detail. With half-closed eyes, he sees any object rather indistinctly. Contours impress themselves upon him.

He is willing to adhere to the ancient rule that people rather like to have something left to their

imaginings. Missing details are promptly supplied.

The second campaign of which I would speak, has to do with wicker furniture and is a series recently prepared for Heywood-Wakefield. Take a photograph of a piece of light-colored wicker furniture and retouch it, in a wholly natural setting, and it will not prove particularly striking. It will not even do justice to the product itself, despite the relentless accuracy of the camera's eye.

In the preparation of catalogues and periodical copy, this advertiser has been all through the various accepted methods of illustration. White or light-colored porch furniture of wicker, for example, is in no wise artistically reproduced by the photographic process, strangely enough. There is too much detail. Every fragment of weave is put down on paper. There is monotony of pattern.

In order to overcome this, Heywood-Wakefield secured the services of a poster artist to interpret the product. The idea first came from poster drawings in color. They looked so clean and inviting. They sparkled with animation. And they were different.

Now, in quarter-page space, a small white mortise is cut into a dark area, made up of deep grays and solid blacks, and somewhere in each composition, one or two pieces of the furniture are superimposed against this contrasting background. Pure whites appear only in the furniture. The artist, moreover, is not asked to be as accurate as to detail as would be the case with a photograph.

The latest series of illustrations for the Oldsmobile is highly expressive of the poster technique as applied to drawings of figures and automobiles. The advertiser has developed drawings totally unlike those used by any other motor car manufacturer. They are in two tones of gray, black and white. The striking part of it is that there is little or no background. This technique is placed against white paper, in silhouette style.

The retoucher is profiting by the vogue. For it is a common pro-

cедure today to retouch photographs along poster lines. All possible detail, mechanical or otherwise, is omitted entirely as generous areas of flat gray or black or white, are deliberately painted in. It is not so much retouching, as we have known in the past, as re-creating a camera study and giving it individuality.

Still-life studies are made in the same mood. Interest centres around original wash drawings, in black and white, for the California Ripe Olives campaign. The olives are almost solid black, with twinkling spots of light. The dishes are flat planes of gray. How much more compelling they are than the purely photographic or the old-style detailed wash illustration, containing a countless number of intermediate gradations of tone.

This technique is again illustrated in a series of Hart Schaffner & Marx. Pure outline pen drawings of figures, with whites cut out on the plates, are superimposed against poster gray backgrounds. They are surprisingly neat and orderly and attractive.

Now and then, as in the magazine illustrations for Alpha Brass Pipe, the artist will use one gray, black, and white, and be content. This series is quite out of the ordinary and suggests the poster idea.

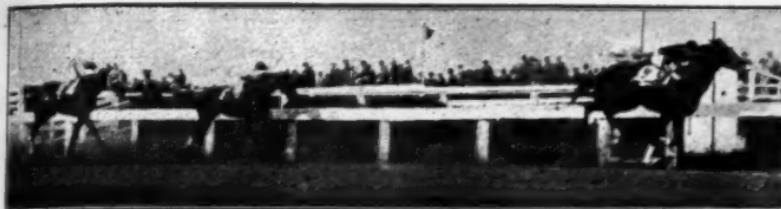
The poster is intended for quick observance and momentary visual consideration. It demands less of the eyes, always. In a sense this technique is the equivalent of brief reading matter. It says much in a few lines and with a limited number of tones.

### To Give Series of Talks on Foreign Advertising

Luis G. Muniz will give a series of talks on foreign advertising at the Waldorf Astoria, New York, starting June 9. The subject of the first talk will be "Is Translated Advertising Effective?"

### P. B. Huston Dead

Paul B. Huston, advertising manager of the Cleveland Automatic Machine Company, Cleveland, died last week at that city.



*way* **out**  
**front!**

*the BIG Sunday  
Courier-Journal  
now has  
DOUBLE the  
circulation of the  
other Sunday newspaper*



**The Courier-Journal**  
**THE LOUISVILLE TIMES**



REPRESENTED NATIONALLY BY  
THE S. C. BECKWITH SPECIAL AGENCY

June 3, 1926

## Advertisers with

**POWER**

**COMPLETE LUBRICATION SERVICE**  
We handle all lubricants, greases and  
solvents.

**Scope**

Business opportunities available  
throughout the United States and  
Canada. Write for details.

**VACUUM OIL COMPANY**

# THE BLACKMAN

**120 West 42nd Street,**

# with whom we work



THE ARCHITECT'S VISION OF THE FUTURE

This is one of many maps prepared by the engineers of the city of the future. It shows the proposed new buildings, new streets, and new landmarks. The map is based on the present city plan, and shows the proposed changes in the city's layout. The map also shows the proposed new buildings, new streets, and new landmarks.

TOWARD TOMORROW WITH LEHIGH CEMENT

The great city of the future—what will it look like? This map shows the proposed new buildings, new streets, and new landmarks. The map is based on the present city plan, and shows the proposed changes in the city's layout. The map also shows the proposed new buildings, new streets, and new landmarks.

**Alvin Manufacturing Company**  
Sterling Silverware

**Brown-Williams Co.**  
Brown-Williams Paints,  
Varnishes, Stains, Lacquers,  
Insecticides

**National City Co.**  
Investment Securities

**Packer Mfg. Co., Inc.**  
Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm

**General Gypsum Company**  
Drywall Plaster Wall Board

**Stanley Works**  
Tools—Hardware



Ball Bearing Butts give life long service

**M**ANY years ago public buildings were built from \$200,000 to \$2,000,000 each. Today, however, the cost of erecting buildings has been greatly reduced, and the cost of erecting buildings has been greatly reduced.

The Ball Bearing Butter is a good example of how much has been reduced.

The Stanley Works has originated the

bearing, anti-friction bearing, and ball bearing.

These bearings have a great number of uses, and are used in a number of industries.

They are used in the manufacture of

**STANLEY BALL BEARING BUTTS**

Investment Advice from  
your New York Correspondent

**T**HIS deskload, having no  
accessories of its own, is all  
and is much with reliable sources  
of information, is always able to  
give important counsel to Banks  
with surplus funds to invest.

The Seaboard National Bank

of the City of New York

MAIN OFFICE: BROAD AND SEABORD AVENUES

**COMPANY—Advertising**  
New York

**MAGAZINE  
NEWSPAPER  
OUTDOOR  
STREET CAR**

# THE SOUTH GAINED 68 PER CENT

In building contracts let during the first four months of 1926, over the corresponding period of 1925.

During the same period there was an increase of but 20 PER CENT FOR THE NATION AS A WHOLE.

The Southeastern district, composed of the Carolinas, Georgia, Florida, Alabama, Mississippi, Tennessee, Louisiana and Arkansas, in the first quarter of 1926 let building contracts valued at \$237,557,000.00, as compared with \$138,208,000.00 for the same period of 1925.

A NET GAIN OF \$99,349,000.00

Texas alone showed a gain of \$16,247,000.00 in building contracts let during the first quarter of this year. All over the South the contemplated building projects run high into the millions, totaling several times the amount of projects under contemplation last year at this time.

## SOUTHERN HARDWARE

"The business journal" of the Southern hardware jobber and dealer covers this territory most adequately, affording the manufacturers of builders' hardware, tools and other lines entering into this new construction, as well as the lines akin to hardware which enter into the furnishing of the home, an ideal medium for their advertising messages to the trade.

For rates, circulation statement and details, address

## SOUTHERN HARDWARE

Grant Bldg.

Atlanta, Ga.

Published by the W. R. C. Smith Publishing Company, who also publish Cotton, Southern Power Journal, Southern Automotive Dealer and Electrical South.

## General Session Program of Philadelphia Convention

**A**N inspirational meeting, on Sunday, June 20, will open the convention of the Associated Advertising Clubs of the World, which is to be held at Philadelphia from June 20 to 24. The general sessions start on Monday.

The general session program, as announced by H. H. Charles, chairman of the general program committee, and programs of four more departmentals follow:

### INSPIRATIONAL MEETING

**June 20—Afternoon:** Auditorium, Sesqui-Centennial Grounds: Presiding, Rowe Stewart, *Philadelphia Record*; Sesqui-Centennial Chorus; Invocation, Rev. Floyd W. Tompkins, D. D., Holy Trinity Episcopal Church, Philadelphia; Addresses of Welcome, Gifford Pinchot, Governor of Pennsylvania; W. Freeland Kendrick, Mayor of Philadelphia; Howard C. Storey, President, Poor Richard Club of Philadelphia. Response by C. K. Woodbridge, president, Associated Advertising Clubs of the World. Presentation of Formal Program by H. H. Charles, chairman, General Program Committee. Keynote Address, Dr. S. Parkes Cadman, Pastor, Central Congregational Church, Brooklyn, N. Y., "Imagination and Advertising."

### GENERAL SESSION

**June 21—Morning:** Academy of Music. Theme of Convention, "Advertising—Stabilizer of Prosperity." Convention formally opened by C. K. Woodbridge, president, Associated Advertising Clubs of the World; address of welcome to delegates from other countries, by President Woodbridge. Responses by Sir William Veno, Manchester, England; Senator Paul Dupuy, Paris, France; B. W. Tingle, Montreal, Canada; J. H. R. Willert Hoogland, Holland; George H. Patterson, Sydney, Australia and others; Lt.-Col. Edward F. Lawson, London *Daily Telegraph*, London, England; Sir Henry Thornton, President, Canadian National Railways, Montreal, Canada, "Agate Lines and Railway Lines"; Marcel Knecht, business manager, *Le Matin*, Paris, France, "Advertising Progress in France"; Bruce Barton, president, Barton, Durstine & Osborn, Inc., New York, N. Y., "What Is There Left for Advertising to Do?" Adjournment.

**June 21—Afternoon:** Presiding: Senator Paul Dupuy, publisher, *Petit Parisien*, Paris, France; Edward S. Jordan, Jordan Motor Car Co., Cleveland, Ohio, "My Solution for All the Problems in the World"; W. Frank McClure, Albert Frank & Co., Chicago, "Educating the Public on the Economics of Advertising—a New Note in the Program of the National Advertising Commission"; Bayard Dominick, Dominick & Dominick,

New York, "Success of the Better Business Bureaus"; Don E. Gilman, *Christian Science Monitor*, San Francisco, Calif., "What the Advertising Clubs Have Done for Advertising"; Matthew S. Sloan, Brooklyn Edison Co., Brooklyn, N. Y. "Advertising Does Its Part in the Public Utility Service."

**June 21—Evening:**

### GENERAL ENTERTAINMENT

**June 22—Morning:**

### DEPARTMENTAL SESSIONS

**June 22—Afternoon:**

### DEPARTMENTAL SESSIONS

**June 22—Evening:**

### GENERAL ENTERTAINMENT

**June 23—Morning:**

### DEPARTMENTAL SESSIONS

**June 23—Afternoon:**

### DEPARTMENTAL SESSIONS

**June 23—Evening:**

### GENERAL ENTERTAINMENT

**June 24—Morning:** Auditorium, University Museum, University of Pennsylvania: Presiding, Lou E. Holland; Hon. William M. Jardine, Secretary of Agriculture, Washington, D. C., "The Business of Agriculture"; Judge C. E. Lobdell, Fiscal Agent, Federal Land Bank, Washington, D. C., "Financing the Farmer"; Laurie T. Moreland, The George Batten Co., Boston, "The Influence of Advertising Upon the Home"; Dr. Glenn Frank, University of Wisconsin, Madison, Wis., "Business and the Social Future."

**June 24—Afternoon:** Auditorium, University Museum, University of Pennsylvania: Annual business meeting; report of secretary-treasurer, Jesse H. Neal; report of Federation of Women's Advertising Clubs, Miss Ethel B. Scully; report of committees: constitution and by-laws, George W. Hopkins, chairman; educational, Paul T. Cherington, chairman; speakers' bureau, E. D. Gibbs, chairman; Washington Service advisory committee, F. M. Randall, chairman; exhibit committee, Charles R. Frederickson, chairman; International Advertising Club relations, Frederick M. Feiker, chairman; reforestation, Malcolm Muir, chairman; report on resolutions by chairman of joint assembly; announcement of nomination of convention city, by president, board of club presidents; announcement by Jesse H. Neal, secretary-treasurer, of previous selections to executive committee of the Associated Advertising Clubs of the World by the sustaining members, board of club presidents, Federation of Women's Advertising Clubs and National Advertising commission; election of president; election of secretary-treasurer.

### ASSOCIATION OF NEWSPAPER ADVERTISING EXECUTIVES

**June 21—Afternoon:** Newspaper Promotion, W. G. Bryan, The W. G. Bryan Organization, New York, "What

June 3, 1926

**Is Newspaper Efficiency?**; L. E. McGivena, New York *News*, "No Place for a Plumber"; B. T. McCanna, Chicago *Tribune*—"Good Will Through Public Service." Subjects for general discussion: "How may a radio station be used to develop good will for newspapers?"; "How may more readers be secured for existing circulation?"; "What are effective methods of meeting competition from mail advertising?"; "Why don't newspapers advertise as consistently as they urge others to do?"; "Should promotion advertisements inserted in the newspapers own columns be considered as lineage in advertising reports?"

**June 22—Morning:** National Advertising; Miss Grace Walton, Julius Kayser & Company—"If Retailers Can Make Newspaper Space Pay, So Can Manufacturers"; Roy S. Durstine, Barton, Durstine & Osborn, Inc., "Suggestions from the Advertising Agency Angle"; J. M. Cleary, The Studebaker Corporation of America—"Why Is Free Publicity?" Subjects for open discussion: "Is a revision of the present Standard of Merchandising Practice for Newspapers, as adopted by the A. of N. A. E. in 1921, expedient?"; "What is the best current experience in defining local advertising and national advertising and what are the best methods of enforcing established policies?"; "What is the best method of handling situations arising when an advertising agency endeavors to cancel a contract that has been in effect for six to eight months in order to place a new contract for one year from its date?"; "How do national advertisers check up on results secured from periodical publication advertising?"; "Recently some newspapers have issued rate cards entirely eliminating cash discounts to agencies and allowing agency commissions only when payment is made in full on or before the 15th or the 20th of the month. Is this good practice for other newspapers to adopt?"

**June 22—Afternoon:** Local Display Advertising; I. R. Parsons, New York *Telegram*, "Merchandising a Newspaper"; Frank B. Jennings, The May Company, Cleveland—"Is Circulation Your Chief Merchandise?"; Edwin S. Friendly, The New York *Sun*—"Development of Modern Newspaper Advertising." Subjects for open discussion: "What are the best methods for selling special editions and what results are secured by the advertiser and by the newspaper?"; "Should special sections or editions at a high rate be encouraged?"; "What program might a newspaper suggest to merchants as a means of causing people to trade at home?"; "Should a newspaper combat merchants who advertise untruthfully?"; "What should be the attitude of newspapers toward requests from periodical publication advertisers urging the newspapers to sell so-called 'tie-up' advertising to retailers?"

**June 23—Morning:** Classified Advertising; Walter W. Murdock, Detroit *Free Press*—"Building Classified Advertising"; Frank McCabe, The New York *World*—"The Relative Importance of Classified and Display Advertising."

Open discussion of classified advertising problems addresses. Presentation of the A. L. Shuman trophy.

**June 23—Afternoon:** General Problem

Concerning Complete Advertising Department; Wm. B. Bryant, Paterson N. J. *Press-Guardian*—"The Advertising Department as Seen by a Publisher in a City of Medium Size"; Julian S. Mason, New York *Herald Tribune*—"Modern Newspapering"; Frank E. Tripp, The Gannett Newspapers—"Why Every Man for Himself?" Subjects for discussion: "What is the most satisfactory solution to the position problem?"; "In case of a newspaper consolidation, what is the most satisfactory manner in which to handle old contracts?"; "What are the most practical standards of measurement for advertising?"; "What is the most equitable differential between the average net retail rate and the average gross national rate?"

**June 24—Morning:** Closing Session. Reports of committees, election of officers and other closing business matters.

#### CHURCH ADVERTISING DEPARTMENT

**June 22—Morning:** Presiding, Dr. Christian F. Reisner, Church Advertising Department, New York; "What Truths Shall We Advertise?" Rev. T. M. Armstrong, Groesbeck, Tex.; "Spiritual Principles in Advertising"; Prof. Lee A. Wolfard, Marshall University, Huntington, W. Va.; "Using Advertising Experts," Rev. Kerrison Juniper, First Congregational Church, St. Petersburg, Fla.; "Books the Church Advertiser Should Own," George French, Montclair, N. J.; "Showing the Value of Church Advertising," E. D. Gibbs, National Cash Register Company, Dayton, Ohio; "A Sunday School Evening Audience Through Newspaper Publicity," Rev. J. Elmer Russell, North Presbyterian Church, Binghamton, N. Y.; "Advertising in Building a Bible Class," H. V. Jamison, American Sheet & Tin Plate Company, Pittsburgh, Pa.; "Reaching My Own Community," Rev. Earl Hoon, D. D., Hyde Park Methodist Episcopal Church, Cincinnati, Ohio; "The Lutherans Advertise," Rev. Howard R. Gold, Lutheran Church of the Holy Trinity, New Rochelle, N. Y.; "Ten Pastors' Experiences," J. A. Buswell, Buswell Service, Kalamazoo, Mich.

**June 22—Afternoon:** Presiding, Dr. Christian F. Reisner; "Topics to be Advertised," Rev. C. N. Pace, D. D., First Methodist Episcopal Church, Duluth, Minn.; "Examination of Sample Printed Church Advertisements with Expert Criticism," (a one hour discussion) Directed by Evart G. Routzahn, Russell Sage Foundation, New York, assisted by Douglas C. McMurtrie, New York; "Outdoor Advertising," Clarence B. Lovell, General Outdoor Advertising Company, New York; "Sermon Topic Posters," Rev. Orville S. Duffield, Cooper Memorial Methodist Church, Philadelphia; "Securing Audiences Through Motion Pictures," George J. Zehring, National Council, Y. M. C. A., New York; "Miscellaneous Plans," Herbert H. Smith, Board of Christian Education, Presbyterian Church in the U. S. A., Philadelphia.

**June 23—Morning:** Presiding, Dr. Christian F. Reisner; "The Editorial We," James Schermerhorn, Detroit,

# In Duluth

The News Tribune  
is delivered by  
carrier into more  
homes than any  
other newspaper.

*A total circulation of  
over 32,000 is concen-  
trated in DULUTH,  
SUPERIOR and the im-  
mediate trading radius.*

## Duluth News Tribune

DULUTH, MINNESOTA

E. M. BURKE, INC.—National Representative  
NEW YORK            CHICAGO            ATLANTA

Mich.; "The Press-Radio Bible Service," A. Y. Reid, The Press-Radio Bible Service, Cincinnati, Ohio; "The Church Page," Rev. W. A. Nicholas, New York Sun; "Ideal 'Copy' for Newspaper Advertisements," Rev. G. P. Butler, New York Times; "What a Religious Editor Prints," Miss Rachel McDowell, New York Times; "The Question of Co-operative Church Advertising," (a one hour's discussion) Rev. W. H. Leach, *Church Management*, Presiding; (a) "Success in Community Publicity," E. P. Beebe, Iron Age Publishing Company, New York, (b) "A City-wide Plan for Church Advertising," Rev. F. A. Hayward, D. D., Federated Baptist Churches, Indianapolis, Ind.; (c) "Federation Lenten Publicity," G. H. Steed, Federated Churches of Norfolk, Va.; (d) "Values of Co-operative Religious Advertising," Rev. B. F. Martin, D. D., Edwards Congregational Church, Davenport, Iowa.

#### GENERAL MAGAZINE REPRESENTATIVES

*June 22—Morning:* Presiding, A. M. Carey, International Studio, New York; Organization and General Discussion; "Cultivating the Advertising Prospect for the Magazine Salesmen," Phillip Kobbe, Phillip Kobbe Company, New York; "The Present Day Method of Selling Magazine Advertising," three-minute talks by magazine advertising specialists.

*June 22—Afternoon:* Presiding, Gilbert T. Hodges, Frank A. Munsey Company, New York; "The Magazine as a Social Force," Rev. Dr. A. Ray Petty, Grace Baptist Temple, Philadelphia; "The Place of the Magazine in the Advertising Schedule," G. Lynn Sumner, G. Lynn Sumner Company, New York; "Magazines as Advertising Media in England," Ivor Nicholson, National Magazine Company, Ltd., London, England; "Some Recent Developments in Circulation Statistics," Paul T. Cherington, J. Walter Thompson Company, New York; "The Part Played by Magazines in the Educational Development of the Nation," Prof. Harold J. Stonier, University of Southern California, Palo Alto, Calif.

#### INSURANCE ADVERTISING CONFERENCE

*June 22—Morning:* Life Group—Presiding, B. N. Mills, Bankers' Life Insurance Company, Des Moines, Iowa; Fire Group—Presiding, John W. Longnecker, Hartford Fire Insurance Company, Hartford, Conn.; Casualty and Surety Group—Presiding, Sidney C. Doolittle, Fidelity and Deposit Company, Baltimore, Md.; Luncheon—Presiding, Edward A. Collins, Insurance Advertising Conference; Speaker—Charles H. Holland, The Independence Companies, Philadelphia.

*June 22—Afternoon:* Presiding, Warren W. Ellis, Commercial Union Assurance Company, New York; "Blotters—An Expensive Habit or A Selling Investment?" Franklin Dorset, Whittet & Shepperson, Richmond, Va.; "The Insurance Advertising Exhibit;" A group of selected speakers, and discussions under direction of the exhibit committee, Miss Alice E. Roche, chairman; Annual Business Meeting and Election of Officers.

#### Advertisement Congratulates Merchant on Progress

When Cornish Beck, Inc., a retail jewelry company, moved its growing business from Sioux City, Iowa, to a larger field at Kansas City, Mo., about sixty merchants and business men of the former city used a full-page advertisement in the Kansas City *Journal-Post* to congratulate the firm on its success. The copy of the advertisement read, "Sioux City's loss is your gain. For thirty years Cornish Beck has been growing with us and the progress of the firm has been truly remarkable. But opportunity came in a larger field and so Cornish Beck, Inc., comes to Kansas City, and with it the firm brings the friendship and good wishes of all Sioux City." Just below the list of the merchants responsible for the advertisement is the line, "All from Sioux City, Iowa."

#### T. L. Clapp, Vice-President, The Lay Company

T. L. Clapp, for the last four years account executive in charge of sales of The Lay Company, Inc., New York advertising agency, has been elected vice-president and a director. Other officers elected were: President and treasurer, D. M. Lay; secretary, G. E. Davis, and chairman of the board of directors, J. T. Lay.

#### E. V. Wooster Heads Beverage Distributing Company

E. V. Wooster, formerly advertising manager of The Orange-Crush Company, Chicago, beverages, has been made president and general manager of The Dayton Orange-Crush Fruit Beverage Company, Dayton, Ohio, distributor of Orange-Crush beverages in Southwestern Ohio.

#### T. R. Gowenlock Joins Kling-Gibson

Thomas R. Gowenlock, for many years copy chief of the H. W. Kastor & Sons Company, and recently with Collins-Kirk, Inc., both of Chicago, is now with the Kling-Gibson Company, Chicago, advertising agency, as vice-president and general manager.

#### E. W. Tree Joins Interflash Signal Corporation

Edward W. Tree has joined the Interflash Signal Corporation, New York, manufacturer of flashing signals for marine, highway and aviation work, as advertising manager. He has been editor and publisher of *Good Roads*, Chicago.

#### Joins the Buchen Company

Fergus Mead, recently engaged in newspaper work, has joined The Buchen Company, Chicago, advertising.



## Sell Travel to Travelers - In Florida

ONE and one-half million people from all parts of North America came to Florida last winter. In fact, during the entire past year there was a constant stream of travelers to and from this state.

This is one of America's focal points for travel and transportation. All roads lead to Florida—railways, highways and waterways.

For this reason every transportation company serving this territory should cultivate Florida business through ad-

vertising—in Florida. Here a concentrated travel market can be reached by means of inexpensive newspaper advertising. Class circulation can be had at mass rates.

The Associated Dailies of Florida, being practically all the dailies in all the principal buying centers of the state, cover this great market more completely and at lower cost than any other medium. For rates and detailed information consult Standard Rate & Data Service or address:

## ASSOCIATED DAILIES *of Florida*

510 Clark Building  
Jacksonville, Florida.

Bradenton News  
Clearwater Sun  
Daytona Beach Journal  
Daytona Beach News  
Deland Daily News  
Eustis Lake Region  
Ft. Lauderdale News  
Ft. Myers Press  
Ft. Myers Tropical News  
Ft. Pierce News-Tribune  
Ft. Pierce Record  
Gainesville News  
Gainesville Sun  
Jacksonville Florida Times-Union  
Jacksonville Journal

Key West Citizen  
Kissimmee Gazette  
Lakeland Ledger  
Lakeland Star-Telegram  
Lake Worth Leader  
Melbourne Journal  
Miami Daily News  
Miami Herald  
Miami Illustrated Daily Tab  
Miami Tribune  
New Smyrna News  
Ocala Central Florida Times  
Orlando Sentinel  
Orlando Reporter-Star  
Palatka News

Palm Beach Daily News  
Palm Beach Post  
Palm Beach Times  
Pensacola Journal  
Pensacola News  
Plant City Courier  
St. Augustine Record  
St. Petersburg Independent  
St. Petersburg News  
St. Petersburg Times  
Sanford Herald  
Sarasota Herald  
Sarasota Times  
Stuart Daily News  
Tampa Times  
Tampa Tribune  
Winter Haven Chief

# PICTORIAL

*takes pleasure in announcing the  
the personnel of the Ad*

## VERNE PRIDDY

formerly of N. W. Ayer & Son  
*and*  
The Butterick Publishing Company

## STEPHEN BOURNE

formerly of the Brandes Products Corp.  
*and*  
Thomas F. Logan, Inc.

MR. PRIDDY AND MR. BOURNE  
*will be associated with the staff of our  
New York Office*

## H. WINTHROP TAYLOR

formerly with the Condé Nast Publications  
*and*  
The New York American

## MR. TAYLOR

*will be associated with our Boston Office*

# AL REVIEW

*Adding the following additions to  
the Advertising Staff:*

## FRED H. SALSMAN

formerly of the National Advertising Dept.  
of the Hearst Publications

## JOHN H. POUGHHER

formerly of Robert E. Ward,  
Publishers Representatives

MR. SALSMAN AND MR. POUGHHER  
*will have their headquarters in our  
Chicago Office*

## PAUL V. HANSON

formerly Associate Manager of our Boston  
Office will, henceforth, be associated  
with the staff of our New York Office



Advertising Director

NEW YORK

CHICAGO

BOSTON

DETROIT

PHILADELPHIA

# To Mr. E. A. W. Schulenberg

*Space Buyer for  
Gardner Advertising Company  
St. Louis, Missouri*

We note on the package of Ralston, The Whole Wheat Cereal, that it is "For the Children's Health!" You tell us in your advertising that "Clear brains, healthy bodies and happy dispositions go hand in hand where all parts of the body are nourished with whole wheat."

All right! Why not tell this to the most interested class of people you can reach, the most attentive that you can talk to when it concerns children . . . to mothers and fathers.

110,000 mothers providing for the health and comfort of their families would read about Ralston, The Whole Wheat Cereal, in Child Life. No waste here! Every copy goes to a *family* with an average of five members. These readers will give you earnest attention when you tell them that children need a "steaming bowl of delicious Ralston every morning for health, growth and happiness."

Certainly a product for children is advertised to best advantage in a children's magazine. Particularly when the magazine is of the character of Child Life. 80% of its circulation goes into homes with children between the ages of 5 and 10. This means that their parents and relatives are called upon to do a good part of their reading for them.

Thus you don't have to limit your advertising to children's products alone. Scribners' and Harper & Brothers' books would be advertised to advantage in Child Life. And think of the many Child Life families that will buy radios this coming Autumn, all of them potential Thorola buyers.

We are going to come in soon to let you have some additional information. You will be interested, we feel sure.

*from CHILD LIFE  
The Children's Own Magazine  
Rand McNally & Company, Publishers  
CHICAGO*

# How Far Should Copy Censorship Go?

Some Remarks by Federal Trade Commissioner Humphrey Regarding the Art of "Puffing"

*Washington Bureau  
of PRINTERS' INK*

IN one of his recent dissenting opinions, Federal Trade Commissioner W. E. Humphrey made some interesting comments on "puffing" and exaggeration in advertising copy. Among other pertinent things, Mr. Humphrey declared that the Commission's order to a certain advertiser to cease and desist from a specified advertising practice, from which he dissented, eliminated the thrilling and time-sacred art of "puffing," and was an attempt to compel exact truth in advertising.

"If the Commission is going to attempt to enforce exact truthfulness in advertising," he said, "it seems to me that we should realize the magnitude of the undertaking." His later comment showed that he had gone rather deeply into a study of exaggeration in advertising copy.

When the article, "Just What Should Be Censored in Advertising Copy?" by George F. Riegel, which was published in PRINTERS' INK for May 13, 1926, was called to his attention, Mr. Humphrey expressed a keen interest in the question. He read the article and said that it was always highly commendable and advantageous for an industry to set up standards and to do its utmost to establish ethical practices, but he expressed some doubt as to the practicability of Mr. Riegel's recommendations.

"For time immemorial," he remarked, "our courts have held that a man has a right to lie in a horse trade. Of course," he hastened to add, "I don't mean to say that a man has a legal right actually to misrepresent the horse he is selling. I think it would go quite hard with him in any court if the evidence proved, for instance, that he had sold a blind horse on the assurance that the

animal enjoyed perfect eyesight. What I mean is that the courts do not expect the seller of goods to emphasize possible defects, and they allow him reasonable latitude in presenting the advantages or selling points of his merchandise in the best possible light.

"The 'puffing' of merchandise in selling and advertising has long been recognized as a right of the seller, and it does not offend until it reaches a point of actual deception. It's like the boasting of a small boy in its inoffensive forms, and it doesn't deceive any-one of normal intelligence.

"In my opinion, if all of the exaggerations were eliminated from current advertising, as the article by Mr. Riegel strongly suggests should be done, the volume of advertising would fall off tremendously and the little that remained would be rather dry and colorless."

This does not mean that Mr. Humphrey condones any advertisement that may mislead or deceive. In a recent case, he dissented emphatically from an opinion of the majority, because he was convinced that the company involved had attempted to deceive the public with a device so innocent-looking that its intention was not recognized by the majority of the commission. In other cases, he has objected to a hair-splitting attitude, and, the other day he expressed the belief that it is a mistake for the Federal Trade Commission or any other organization, governmental or private, to waste time and effort in suppressing inoffensive exaggeration in advertising when there is such a large volume of advertising published that is obviously dangerous to industry and highly questionable and deceptive, if not actually fraudulent. Much of this advertising is of such a nature that its fraudulent nature

cannot be detected readily except by an advertising expert. For this reason, the governmental agencies are handicapped, since they do not employ advertising experts, except in occasional instances, and they cannot suppress fraudulent advertising until the complaints of victims are reported.

"What are you going to say," Mr. Humphrey asked, "when I show you a clothing advertisement which illustrates a young man of perfect proportion wearing a suit of which the perfection of fit was never seen in this universe? It is just possible that such a perfect fit could be accomplished; but neither you nor I have ever beheld such a perfect combination of physique and clothing, and yet, by the broadest stretch of imagination, we would not be justified in charging the advertiser with attempting to deceive the public or to take advantage of his competitors.

"The same sort of 'puffing' in various degrees is obvious in many other advertisements. For instance, it is highly questionable that any of the photographs of beautiful women and sixty-year old flappers which you see reproduced in many magazine advertisements actually represent their subjects. Although they are convincing and interesting, I am sure that normally intelligent readers do not take them quite seriously."

Then Mr. Humphrey discussed the great difficulty in arriving at a correct conclusion regarding exaggeration in any given case. Many manufacturers, he explained, who claim that their goods are the best in the world are absolutely convinced that their statements are well within the bounds of truth. In most instances, the matter can be honestly considered as merely one of opinion.

"The public doesn't accept the statement as literal fact," Mr. Humphrey continued. "We don't believe that the goods are the best in the world, but we don't stop to take serious exception to the statement. We merely charge it up to an over-statement of fact due to the advertiser's enthusiasm and

prejudice, and we go right on with our reading."

In substantiating his claim that any enforced law requiring the statement of exact truth in advertising would greatly reduce the volume of advertising, Mr. Humphrey reviewed and commented upon a number of current advertisements. One of the first from a magazine of wide newsstand circulation proclaimed in its heading that thousands of men trained by the advertiser earn from \$70 to \$200 a week. It urged the reader to send for the coupon below for full particulars of a "great pay-raising training—the training that has fitted thousands of men for jobs paying \$3,500 to \$10,000 a year." The advertisement further assured the reader that the subject could be learned in a short while during spare time at home, regardless of age or previous education.

Another advertisement from the same publication offered a set of drawing instruments free to the first fifty readers who enrolled for a course of instruction. It announced, "\$5 an hour for homework. Draftsmen \$3,600 a yr., \$350-\$500 to \$800 a month." Also, "I guarantee to make anyone a finished draftsman; if you can read and write, you can learn this line."

"Why bother with advertising copy which inoffensively exaggerates when scores of advertisements of this kind are published?" Mr. Humphrey asked. "Much so-called educational advertising now published should be suppressed. I am convinced that the advertising industry, if it could eliminate a great deal of the advertising of so-called educational institutions, would increase the favorable influence of general advertising.

"The word 'free' in advertising is frequently a badge of fraud or deception. I believe an important task the advertising industry can do is to banish the stigma attached to a large volume of so-called educational and 'free' advertising."

The next advertisement considered pictured a beautiful girl in a bridal veil, and, after suggesting

# Did You Ever Say—

“Our Direct  
Advertising Must  
Produce More”

**T**HEN pin your faith on hard-hitting selling ideas—rather than on pretty lay-outs. For while it is sound logic to appeal to the eye—remember that the brain analyzes what the eye visualizes.

Here, in a veritable city of arts and crafts, housed under a single roof, we combine the practical and the unique in Printed Matter that is distinctive in productivity as well as in appearance.

Without stepping outside of our door we produce everything required for the complete quality printed job . . . from Selling Idea to Finished Product.

*Any Size Job is a MANZ Size Job*

## **MANZ CORPORATION**

4001-4053 RAVENSWOOD AVENUE CHICAGO



June 3, 1926

a question as to the continued happiness of the bride, strongly intimated that the answer to the question depended entirely upon the preservation of the girl's complexion. A part of the copy reads: "At the first touch of this magic cream you will feel a reviving, cooling sensation—a joyous tingle that will flush your cheeks with new life and vigor and leave your face glowingly refreshed for hours. In a second, this cream has disappeared and you have a splendid foundation for your make-up. Your pores are closed and you can powder without clogging and enlarging them; without causing that 'flaky' effect which comes from powdering over open pores."

Regarding this sort of advertising, Mr. Humphrey pointed out that, in effect, the whole thing is a misrepresentation. "Viewed from the standpoint of absolute truth," he said, "it is superlative bunk. The results from the advertising depend not so much on the claims as on the suggestiveness of the illustrations and copy. And if you enforced any truth rule against the advertisers of practically all face creams, lotions, complexion treatments and the like, you would put many of them out of business."

In another publication, a very well-known product was advertised as "The smooth, lustrous white paint that can't hold dirt." In the same magazine a competitive product was advertised as "The white paint that stays white."

While both of these claims might be open to question if submitted to the test of exact truth, Mr. Humphrey held that they could not be justly criticized, since it was obvious that the advertiser knew that intelligent readers would instantly supply the thought necessary to complete the meaning.

"Statements of the kind," he continued, "and we see many of them in advertising, are comparative, and the public recognizes that fact. Any paint which could not hold any particle of dirt forever would be impossible to manufacture, and while the statement may seem to be an exaggeration, the text makes it clear that the ad-

vertiser merely is attempting to emphasize the fact that a surface coated with his paint is very easily cleaned. Likewise, a paint advertised as one that stays white does not mean one that will stay white forever or indefinitely. The phrase, while an exaggeration if taken literally, merely means to the average reader that the paint advertised stays white a comparatively long time. In my opinion, there is absolutely nothing objectionable in either claim."

Another advertisement which set forth the claim that a well-known condiment "Gives digestion the right start!" was discussed. It was also claimed that the condiment "adds that magic touch which enriches flavor, sharpens appetite and aids digestion."

While these claims may hold good for some people, it is certain that the condiment in question would not aid the digestion of many others. However, Mr. Humphrey does not think that advertising of the kind is over the border line, or that it deceives anyone. He does not think that any person of average intelligence is going to take catsup, table-sauce or mustard as a medicine, and while he expressed some doubt as to the advisability of advertising of the kind, he said that it was unobjectionable.

"Never before have women been offered such perfection for the most important third of their costume," reads another of the advertisements submitted, which extolled the advantages of a certain brand of silk stockings. This brand, it is further claimed, "in a single year, changed the hosiery buying habits of thousands of women. No other fine silk stockings ever gave such complete and lasting satisfaction."

Every manufacturer, according to Mr. Humphrey, has a legal right to express his opinions regarding his merchandise, provided his opinions do not deceive or mislead the buying public. "In this case," he added, "the advertiser is evidently and quite honestly publishing his own opinion of his own merchandise, and is well within his

# No matter how cleverly

you prepare an advertisement, it cannot fulfill its function unless

- 1—It is read.
- 2—The people reading it are financially able to act on its suggestion.
- 3—They have the inclination to buy!

We believe we hit nearer to 100% on the above three requirements than any magazine published! *Here's why!*

- 1—We operate on the pocket-nerve—the most sensitive nerve there is, and our Magazine is, therefore, read from cover to cover.
- 2—Our book is dry reading to anyone not possessing surplus funds, and ALL OF OUR READERS are in a position to buy the things they desire.
- 3—People who make money in securities are easy spenders and have the urge to fulfill the desires of themselves and family.

This Magazine will help your "schedule" make good, and should be on your next list!

Victor E. Graham, Advertising Director

## The MAGAZINE of WALL STREET

Member A. B. C.

42 BROADWAY

NEW YORK

*Largest Paid circulation of any financial  
or banking publication in the world*

Publishers' representatives always get a hearing at this agency. We could not serve our clients efficiently without their co-operation. They know we are a hard working, busy bunch, with no time to waste, but never too busy to listen. We hope nobody will ever be high hatted here.



# Arnold Joerns Company

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*Advertising*

Joi  
G.  
Ganne  
joined  
Kohle  
manu

rights. From the standpoint of absolute truth, we might make a long investigation and put his goods to intricate scientific tests, and find that some other manufacturer has made a better hose. But I do not believe that the subject is worth all of that trouble, since the public understands the matter pretty well. You may be sure that women will read other advertisements for hosiery which make very similar claims, and they will, quite naturally, discount them all."

An automobile advertisement came up next. It illustrated a beautiful car, emphasized its superiority in many respects, and then—"Real high-pressure lubrication keeps the magnificent motor of this remarkable Six true to form—delightfully quiet, full of lightning zest, surcharged with vast energy and endurance."

Mr. Humphrey smiled. "Everybody knows what that means," he observed. "It's just another case of enthusiastic imagination over-emphasizing a simple fact or condition. You see a lot of it in automobile advertising, but I do not think that it justifies serious criticism.

The article by Mr. Riegel justly praises the work of the New York Better Business Bureau in correcting inaccurate statements in advertising. Much good has been accomplished by similar organizations in many parts of the country. The National Vigilance Committee has also accomplished a great deal of good. But I think that a considerable amount of time and effort is being spent in attempts to correct inoffensive exaggerations that would better be expended in suppressing advertising that is fraudulent. It is my conviction that a single fraudulent advertisement does vastly more harm to the industry of advertising than all of the innumerable exaggerated claims published in a month."

#### Joins The Kohler Industries

G. M. Hard, formerly with J. W. Gannon & Co., Inc., New York, has joined the advertising staff of The Kohler Industries, also of that city, manufacturer of pianos and piano parts.

### Death of Preston P. Lynn

Preston P. Lynn, general manager of the New York store of John Wanamaker, died at New York on May 31, at the age of fifty-eight. He had been an active member of the Sphinx Club for many years and served as its president for three years.

Mr. Lynn was born at Danielsville, near Allentown, Pa. He received his early business training in the Wanamaker Philadelphia



PRESTON P. LYNN

store, coming to the New York store in 1896 as a member of the executive staff under the late Robert C. Ogden. When Mr. Ogden retired as general manager, Mr. Lynn was appointed to succeed him by Mr. Wanamaker.

He was always greatly interested in the training and welfare of Wanamaker employees and encouraged such movements as evening school attendance and recreation hours. He believed that any time given to the intensive sales training of employees, whether directly or indirectly tied up with merchandise they handle, was never wasted. The straight commission basis of remuneration for department store salespeople was looked upon by Mr. Lynn as the best stimulus for sales.

In 1917, Mr. Lynn founded, and was chairman of, the Business Men's League, a non-partisan political organization which took an active part in several city and State campaigns.

### J. H. Lemmon Joins Milwaukee Agency

John H. Lemmon has joined the staff of Klu-Van Pietersom-Dunlop-Younggreen, Inc., Milwaukee advertising agency. Mr. Lemmon was formerly with Henri, Hurst & McDonald, Chicago, and Power, Alexander & Jenkins, Detroit.

# The Merchandising Problem of the Electrical Industry

The Industry Must Think Less about Competition and More about Co-operation

An Interview by Harry Merrill Hitchcock with

**Samuel D. Heed**

President, Electric Household Utilities Corporation

"**F**EW people are aware of the greatness of the opportunity presented to the electrical industry today. Its real contribution to American civilization is barely beginning. The inventor and the engineer, in the electrical field, have done a magnificent job, but from now on, to enable the industry, and the country, to reap the results of that job, is a task for salesmanship—one of the greatest constructive tasks that salesmanship has ever had."

In these words, Samuel D. Heed, newly elected president of the newly created Electric Household Utilities Corporation, sums up his view of the present position and problem of an industry, in which, within the short space of five years, he has won a position of recognized leadership.

The story of the Electric Household Utilities Corporation and the story of its president, taken together, form a striking demonstration of the shift in emphasis in the electrical industry, from production to distribution—from engineering to salesmanship—which, Mr. Heed himself says, is the most important development in the industry today.

Some months ago, Edward N. Hurley, pioneer manufacturer of electric domestic machinery, studying the same cross-currents in the industry that progressive electrical men everywhere are studying, decided that the time had come when his products could and should be merchandised on a national scale comparable with any other universally accepted household implement; that, in fact, genuine national distribution was essential to holding his leadership in the field. His first step in this direction was

to reorganize and re-incorporate his company to fit the contemplated larger scale of operations. So the Hurley Machine Company



SAMUEL D. HEED

became the Electric Household Utilities Corporation.

That, in itself, was important news in the electrical industry. But when Samuel D. Heed, vice-president of The Union Gas & Electric Company, of Cincinnati, became president of the reorganized company, the news caused something like a sensation in the electrical field. In the first place, Mr. Heed has been connected with the electrical industry for only five years. In the second place, all those five years had been spent in the service of the same company, a public service corporation—and a public service company ordinarily has been about the last place that anyone would consider a school of merchandising, par-

# Superiority of morning newspapers as effective mediums for the distribution of merchandise in the New York Market

The advertiser who seeks adequately to merchandise his product in the greatest buying market in the world—the metropolitan section—must use the New York morning newspapers as his spokesmen. The morning newspapers enter the home where they are consulted by all members of the family. The average net paid circulation of New York morning newspapers for the six months ended March 31, 1926, and the advertising rates, are as follows:

|                                       | <i>Average Daily<br/>and Sunday Cir-<br/>culation Six<br/>Months Ended<br/>March 31, 1926</i> | <i>Gain in<br/>Six<br/>Months</i> | <i>Loss in<br/>Six<br/>Months</i> | <i>Advertising Rates<br/>per Agate Line<br/>Daily      Sunday</i> |
|---------------------------------------|---|-----------------------------------|-----------------------------------|---|
| <b>The New York<br/>Times . . .</b>   | <b>392,695</b>  | <b>10,690</b>                     | .....                             | <b>\$ .80    \$ .95</b>   |
| <b>New York<br/>American . . .</b>    | <b>347,771</b>  | .....                             | <b>15,091</b>                     | <b>.60    1.75</b>  |
| <b>The World . . .</b>                | <b>329,860</b>  | .....                             | <b>13,068</b>                     | <b>.60    .65</b>   |
| <b>N. Y. Herald<br/>Tribune . . .</b> | <b>294,327</b>  | <b>6,941</b>                      | .....                             | <b>.65    .70</b>   |
|                                       | <b>1,364,653</b>  |                                   |                                   | <b>\$2.65    \$4.05</b>   |

The New York morning newspapers are the most effective mediums to reach the people of the metropolitan district. The total average daily and Sunday circulations of the standard size morning newspapers is 1,364,653. The total advertising rate for the daily editions is \$2.65 per agate line and the total rate for the Sunday editions is \$4.05 a line. This rate is exceedingly low for so large a distribution and so great an opportunity to reach thousands of prospective customers.

While it is true that The New York Times has a greater circulation than any other New York morning newspaper of standard size, recording a greater growth than any other in

the past six months, and carrying a larger volume of advertising than any other New York newspaper, each publishes an extensive volume of advertising and brings profitable results to advertisers.

The Times feels that its position in these respects does not detract from the value of other newspapers.

To reach the large select group of men and women who read The New York Times—intelligent, thinking, substantial people—it is necessary, however, to publish advertisements in The Times, for the attention of these most desirable thousands of prospective customers cannot be obtained through any other newspaper.

ticularly national merchandising.

Mr. Heed is by training a civil engineer. It was his record as an engineer which brought him, in 1921, the post of general manager of The Union Gas & Electric Company. But the first thing he found in that post was that the big problem before him was a salesmanship problem, and that from an engineer he must become a sales executive.

"If I talk about those five years in Cincinnati," said Mr. Heed, "it is chiefly because the story of what happened there is really the story of what, in my opinion, is happening to the entire electrical industry, and will explain better than anything else what I believe my present job to be."

"The Union Gas & Electric Company, when I became general manager, was a typical high-class, progressive public utility company. That is to say, it was trying, sincerely and conscientiously, to give the best service in its power to the city of Cincinnati—or rather to that portion of the population and industries of that city, which had realized the advantages of public utility service.

"But nobody, either in Cincinnati or in the entire public utility field, seemed to have realized that not even public utility service sells itself—that it could and should be sold as aggressively as department store service or grocery store service or any other kind of service. All public utility companies had their sales departments, but they were much more service departments than real sales departments, and their advertising was almost entirely of the institutional, good-will character.

"The thing that struck me squarely between the eyes, coming into the electrical field from the outside, as I did, was the fact that here was just about the most wonderful thing in the world to sell and only a very small proportion of the population were taking advantage of it!

"In Cincinnati, a city of 450,000 people, well along in the twentieth century, only some 15,000 homes were equipped with electric lights!

I could cite other similar figures to show what a tremendous undeveloped field the company had before it, but that one example is striking enough. And mind, it wasn't that our company was especially backward, although we were serving a city that is temperamentally conservative. This was the state of affairs to a considerable extent in the entire industry.

"Well, in five years we changed things a great deal. Today, instead of 15,000, electricity is in over 100,000 Cincinnati homes. What is more, in most of them electricity is doing a great deal more of the housework than it was doing in those 15,000 homes five years ago. And the number of Cincinnati factories that still make their own power, instead of purchasing it from the central station, has shrunk to a tiny minority.

#### RATES HAVE BEEN LOWERED

"What is even more to the point is the fact that as a result, the average cost of electric service, both in the home and the factory, has been more drastically reduced in Cincinnati than in any other place with which I am acquainted—simply because the increased volume of business has enabled the company to cut its costs to a remarkable extent, both in production and in distribution.

"I want to make it clear (for it is a very significant point) that this reduction in the cost of service was brought about, not by reducing the legal rates for that service, but simply and solely by showing people how to take advantage of the provisions in the existing authorized rates, by which the company was permitted to make a lower price for the use of a larger amount of energy.

"To make electricity cheaper for Cincinnati, it was not necessary to invoke the powers of Government in any way whatever. The Public Utilities Commission and the courts were left undisturbed. As a matter of fact, any attempt to accomplish such a result, five years ago, by legal action, would almost certainly have failed. Any court in the land would have de-

## Almost as easy to open as—



THE old days have passed . . . Old-time luxuries . . . Old-fashioned inconvenience.

We all appreciate the new things that have added to our enjoyment of life. Time-savers . . . Labor-savers.

Kork-N-Seal is a product of this age of convenience . . . Almost a necessity . . . Certainly an economical boon and a justified luxury to every member of the family.

Such convenience in opening and closing glass and metal containers is proving a real help to great manufacturers in the many phases of both manufacturing and selling.



One of the foreign products sealed with Kork-N-Seal.

**Williams Sealing Corporation**  
Decatur, Illinois

Williams

# KORK-N-SEAL

THE CAP WITH THE LITTLE LEVER

June 3, 1926



Oregon is endowed with a wealth of natural resources. Her standing timber is one-fifth of all in the United States, and this wealth is being cut at the average rate of three and a half billion feet every year.

Think of the volume production this means in the lumber and allied trades.

Think of the immense payrolls--the money that is being earned and spent right here in Oregon.

The *Oregon Journal* commands a position of importance in Portland, the center of this prosperous community.

Use the circulation of the *Oregon Journal* to cover the huge Oregon market thoroughly.

# Oregon Journal

BENJAMIN & KENTNOR COMPANY, *Special Representatives*

900 Mallers Bldg. Chicago Ill.

2 West 45th St., New York, N. Y.

401 Van Nuys Bldg. Los Angeles, Calif.

58 Sutter St., San Francisco, Calif.

1524 Chestnut St., Philadelphia

cided, on the situation as it was then, that such a reduction in the average service charge would amount to confiscation.

"But organized salesmanship accomplished what the Government could not do. All that it had to do was to show the people, by advertising backed up with personal demonstration and selling, what electric service could do for them, if they gave it a chance. We sold electric service to the people of Cincinnati, literally from house to house, and we advertised it to them as tirelessly as if we had had a powerful and aggressive competing company spurring us on.

"I don't want you to think that The Union Gas & Electric Company was the only public service company in the country which was realizing, during those years, what salesmanship could do to make electric service better, cheaper and more useful. But I think the whole industry will admit that we were among the leaders.

"But what is the situation today? And why did I leave the public utility field, to join forces with a manufacturing company?

"People talk as though there were no such thing as an electrical industry. To hear them tell it, there is only a group of industries, more or less distantly related by a common interest in electrical problems, but having nothing else in common; having, indeed, distinctly different, if not opposing interests in other directions.

"In my opinion, this attitude is a great mistake. It is, of course, true that the field of electric service has broadened and become very complex. The electrical industry furnishes three basic forms of service—light, heat and power—and the applications of these three have become numerous and varied, with each application demanding, and gradually acquiring, its own corps of specialists, both individual and corporate.

"To begin with, we have, of course, two great basic groups of organizations; the manufacturer, who supplies the apparatus, and the central station or service com-

pany, which supplies the energy to make all this apparatus useful. This apparatus ranges all the way from wiring, light bulbs and sockets, switches and so on, to giant motors or generators.

"Then we have the electrical contractors, whose job it is to install the equipment the manufacturer produces; and we have the jobbers and retail dealers in all this bewildering variety of apparatus. Most of the manufacturers, except the very biggest, specialize in certain definite fields, just as our company does in household apparatus. None, even the biggest, attempts to manufacture every item on the immense list of electrical products.

"There is some excuse, in this bewildering complexity of organization, for occasionally forgetting the fundamental unity of the industry. It is a unity that depends upon something much more important than our common interest in electrical problems—upon the basic fact that we all serve, and are in the last analysis paid by the same ultimate customer.

"A greater use of electric service by American civilization means a greater output for the manufacturer; more installation jobs for the contractor; more volume for the jobber; more sales for the retailer; and better, more stable and more profitable business for the service company.

#### IDEA IS GAINING STRENGTH

"The idea of constructive sales policy as an essential to success on the part of an electric service company—as much an essential as a sound and progressive engineering policy—has made tremendous strides in the last five years. As I said before, Cincinnati is far from being the only city in which they sell electric service as aggressively and efficiently as competitive goods or services are sold.

"It is time now for the other elements of the industry, with the manufacturer leading, to get in line with the march of progress. The manufacturer, the jobber, the contractor and retailer will all need the help of the service com-

pany, but that does not mean that they must hang back and allow the service company to play a lone hand in this tremendous selling job. That is not the way the job can or should be done.

"In stepping over from a service company to a manufacturing company, therefore, as I see it, I am merely following out in a logical way the development of the same fundamental idea; the idea that the time has come for a genuine, unified effort on the part of the whole industry to sell electric service to America as it never has been sold before.

"Let us go back for a minute to the service company, because it is, in the nature of things, the central point and to a large extent the dominating point in the industry. It occupies this position for several reasons.

"To begin with, the service, or central station company, is the only one that does not specialize. Its services are all-inclusive. It supplies electric energy for every conceivable purpose, and in every conceivable amount, from that needed to light a single electric bulb to the entire power requirements of gigantic steel mills.

"In the second place, its contact with the customer, the real ultimate consumer, is closer, more intimate and more continuous than that of any other group in the industry.

"Finally, the central station company alone is sharply distinguished from the rest of the industry by being universally regarded as a public utility, and therefore subject to the closest possible political supervision and regulation of both its charges and its profits.

"Compare the situation with that in another industry—the automobile industry. Its job is to supply transportation service, just as the electrical industry supplies light, heat and power service.

"But the automobile manufacturer no more supplies a complete service than the electrical manufacturer does. He furnishes the machine; another industry supplies the energy, in the form of gasoline.

"But the oil industry is no more subject to regulation, and no less freely competitive, than the automobile industry. The result is that the two have developed harmoniously, side by side, and between them have sold private transportation service to the American public, in twenty-five years, to a much greater degree than the two main branches of the electrical industry have sold electric service in forty-four years.

"Existing in a freely competitive field, it has never even occurred to the oil industry to attempt to dominate the sales policy of the automobile industry, or set the pace in the slightest degree, in the sale of their joint service to the public. Yet, cars of every make and for every purpose use gasoline; and the customer buys gasoline as many more times than he buys a car, as he buys electric energy many more times than he buys a piece of electrical apparatus.

"No oil company attempts to tell you what type of car to use, or to push the sale of one car against another. No service station refuses to sell gasoline to any but approved makes of automobile; there are too many competing service stations just down the road.

"But when the electric service company is a ward of Government, and all the rest of the industry—manufacturers, contractors, jobbers and retailers—are left to their own devices, the natural balance of the industry is destroyed.

#### HOW UTILITIES ARE SITUATED

"When you are a public utility, you see, you are restrained on the one hand, but protected on the other. Your capitalization, rates and so on are fixed by law, but your franchise makes it necessary for anyone in your community wanting electrical service (if unable to afford the luxury of a private generating station) to come to you or go without.

"The results have been twofold. They have obviously made the development of selling incentive and selling initiative, among public utilities, much slower than would



*Protect your  
packages all  
along the line*

A PACKAGE sent by parcel post passes through many hands on the way to its destination. There are practically unavoidable chances of accident, error and theft. You cannot absolutely insure the safe arrival of a package, but you can insure yourself against financial loss in the event that it is lost, damaged or stolen. A North America Parcel Post Insurance Coupon Book will enable you to insure each package as you wrap it, without red tape or delay.

**Insurance Company of  
North America  
PHILADELPHIA**

*"The Oldest American Fire and  
Marine Insurance Company"*



Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W68

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Wants information on Parcel Post Insurance

June 3, 1926

normally have been the case. And they have made the manufacturer and the other elements of the industry feel that they could not afford the risk of going faster, in the development of sales policy, than the service company in any particular community would let them.

"So in communities where the service company follows a broad, progressive and aggressive policy of sales promotion, all branches of the industry prosper, and the community profits (and like all communities, takes its blessings for granted) by unusually cheap, abundant and convenient electric service. Where the service company clings to the time-worn conception of its role, the whole industry lags behind with it.

"The whole industry needs to reconsider first principles. When Thomas A. Edison built the Pearl Street power station in 1882, he was the whole industry. He was the manufacturer who built the generators and made the lamps, the contractor who installed them, and the service company that operated the station and supplied the power.

"We have come so far since that day that we have forgotten, in the multiplicity of our service applications, that we still all serve the same customer.

"Our ultimate customer is the American home. And the American home today, while it uses electric service to an extent that no other home in the world even dreams of, is still far short of realizing the immense benefits that the electrical industry has to bestow. That is why I feel that advertising and selling electrical service, on a truly national scale, is perhaps the biggest job before any industry in America today.

"We need to think less, in the electrical industry as a whole, about competition, and more about co-operation. Public utility regulation, useful as it has sometimes been in the past, has nothing more to contribute, either as a serious help or serious hindrance, in the job ahead. We must be thinking, not about such incidentals of the

problem, but about the basic facts. Working all together, we have something to sell to America that surpasses anything that any other industry has to sell. Let's get busy and sell it."

## Different Products Offered in the Same Advertisement

**KLING-GIBSON COMPANY  
CHICAGO**

*Editor of PRINTERS' INK:*

Is there anything in the manual that says it is unwise to advertise in one piece of copy three or four different products of the same general classification? Specifically, let us say a beverage, a baking powder and a proprietary—all impregnated with one common ingredient—iodine, for example, or pepsin.

Is there precedent for the grouping of three or more products in one advertisement? Are any advertisers practicing similar campaigns at the present time?

**KLING-GIBSON COMPANY.**

THERE is plenty of precedent for advertising several different products in one piece of copy. Mr. Heinz probably holds the record, for he has gone so far as to mention all his "57 varieties" in one advertisement. The essential thing is that the different products be in some manner related either to each other or to one governing idea. It is sometimes contended that to incorporate two or more articles in one advertisement tends to divide or scatter attention. This, in certain cases, is true enough, but much depends on the unifying idea pervading the advertisement and the clearness with which it is brought out. The fact that Beech-Nut has earned fame for its bacon has not prevented it from also offering candy to those who have learned that Beech-Nut is careful about its quality. In the case cited above the unifying idea would be the beneficial effect of the iodine or pepsin impregnation. The difference between the products would not matter.—[Ed. PRINTERS' INK.]

A new art service company has been organized at Cleveland by P. J. Peters, Morton Winslow and J. R. Sonnen-decker.

*Starting* Prospective  
advertisers  
about to appoint their first  
advertising agency might  
well study an agency's rec-  
ord with new advertisers.  
Among our twenty-four  
clients are eleven whose  
advertising we have plan-  
ned and handled from the  
very start.



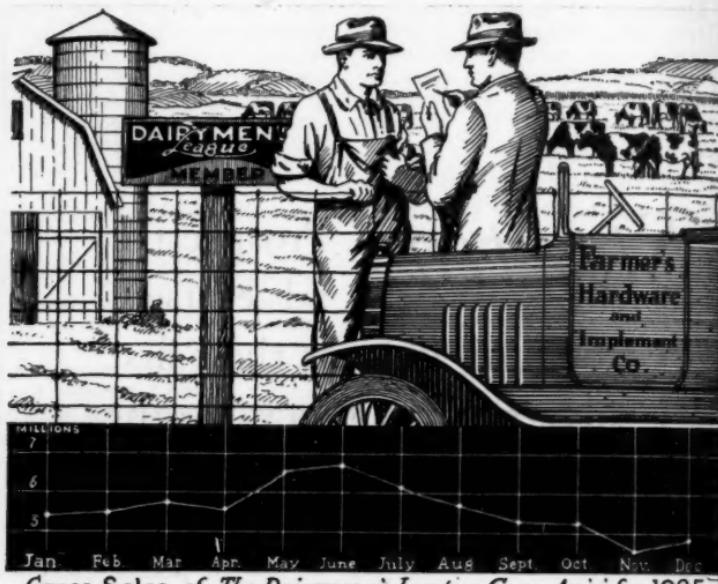
BARROWS, RICHARDSON  
& ALLEY

*ADVERTISING*

NEW YORK OFFICE:  
19 WEST 44th STREET

BOSTON OFFICE:  
77 FRANKLIN STREET

June 3, 1926



## Pasture Time is Harvest Time Milk Checks are Biggest; Expenses Lowest

**A** GLANCE at the graph will show you that the Eastern dairyman receives his largest milk checks during the months of May, June and July. These are the months when the cows are grazing in green pastures; and feed bills are almost forgotten.

Shrewd advertisers drive hardest when the dairyman has the largest income and the smallest necessary outgo. It is then that the chances are greatest of diverting a part of his income to your product.

Your chances will be further improved if you use the medium in which he has greatest confidence—the dairy paper that is farmer-owned.

A request will bring sample Copy and Rate Card.

Dairy farms of  
this area supply  
New York City  
with fluid milk



**DAIRYMEN'S  
League,  
NEWS**

New York  
120 West 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Wisconsin 6081

Chicago  
10 S. La Salle St.  
John D. Ross  
Phone State 3632

# Advertising Cuts Cost 18 $\frac{3}{4}$ Per Cent, Cuts Price 28 $\frac{1}{2}$ Per Cent

Also It Produces Such Selling Volume for This Window Frame That It Pays for Itself

An interview by G. A. Nichols with

**Fred C. Andersen**

President, Andersen Lumber Company

**D**OES it pay to trade-mark and advertise a specialty such as a window frame—a useful article that has only a small part in the construction of a building and that likely will be forgotten unless there is something wrong with it?"

Fred C. Andersen, president of the Andersen Lumber Company, of Bayport, Minn., tells *PRINTERS' INK* that he asked himself this question several times prior to 1920.

The Andersen company, it may be explained, has a great plant on the bank of the picturesque St. Croix River, which is exclusively devoted to the manufacture of white pine frames, the main emphasis being placed upon window frames. The frames are shipped to the dealer or jobber K.D. (which, being interpreted from lumbermen's parlance, means "knocked down"). The sill, head casing and head jamb, complete with stops for one frame are shipped in what is called the "head and sill bundle." The side casings and side jambs with the necessary stops and pulleys are sent in the "side bundle." A handy man with a hammer can put the frame together in from eight to ten minutes. The merchandise is shipped this way for the sake of economy. It takes up less space in a freight car—and the same amount of space in the dealer's lumber sheds.

But to return to the advertising. Early in the spring of 1920, when the business boom was at its peak, Mr. Andersen set out to find an answer to the question asked above. His company began advertising for the first time.

"Within a few months," he says in relating his experiences, "the storm broke. Our business dropped off on every side. Some of our

competitors shut down entirely. We kept going along but, for a time, our overhead entirely ate up our profits.

"Perhaps, if we could have foreseen what was coming, we would have deferred our advertising until some more propitious time. But, inasmuch as we had started it, thereby making an investment that we did not want to throw away, we kept on with it. If there was any value in advertising so far as we were concerned (and frankly we did not know) then why should we stop because, temporarily, we were not making any profit?

"We knew, of course, that business would come back. But we did not know that when it did come it would be in increased volume. That is what happened and it gave us the best answer as to whether advertising is good for a product such as ours.

"In 1924 we did two and one-fourth times as much business as in 1920. And in 1925 we showed a highly satisfactory increase over 1924.

#### EFFECTS OF INCREASED VOLUME

"What did this much larger sales volume do for us? For one thing it absorbed all the cost of the advertising. In a way we are justified in saying that our campaign in magazines, newspapers and business papers therefore was free.

"But best of all it gave us a vastly larger purchasing power which enabled us to make a greatly improved product. And in spite of the higher quality of our merchandise, our per unit cost of production has actually been decreased 18 $\frac{3}{4}$  per cent. Moreover the selling price to the dealer has been cut

down 28½ per cent on each unit.

"Thus we are able to say now that it pays to advertise white pine window frames, bearing the Andersen trade-mark. It pays us because, even though our price is lower than it was five years ago we (meaning ourselves and our employees) make more money. It pays the architect, contractor and dealer for the same reason. It pays the house owner because now it costs him less for window frames."

The reason for the advertising was that the company wanted to establish the fact that a window frame is something more than a convenient receptacle for windows—that it has much to do with the comfort, appearance and stability of the building.

#### HOW THE BUSINESS STARTED

"When we started business in 1905," says Mr. Andersen, "we recognized the importance of having first-class frames. Therefore we used only white pine lumber which combines beauty with durability. Naturally we took considerable pride in our workmanship and in time Andersen frames gained a good and desirable reputation among the building trades.

"Our salesmen would go out calling on lumbermen, wholesale and retail, showing them the goods. They readily would see the desirability of our product.

"I remember that I myself lugged a window frame all over the Twin Cities. It was in 'knocked down' form, of course, but nevertheless made a couple of bulky and exceedingly awkward packages to carry around on street cars. I guess the people thought I was crazy. But I covered St. Paul and Minneapolis and succeeded in introducing the goods in a small way.

"Thus the business grew by degrees. It was a deliberate process but reasonably sure. In 1913 we reached what we regarded as a large volume. That year we sold about 7,000 frames in the territory east of Chicago. This encouraged us to put on more salesmen and we grew with a fair degree of steadiness up to 1920, when we began to advertise.

"We saw that we needed to go farther than merely sell frames to lumbermen on the strength of their worth. We realized we had a reputation with the trade that could be turned into a much greater asset if we could make architects, builders and home owners also acquainted with it.

"The task has not proved nearly so difficult as we imagined it would be. In our general advertising we tell the public briefly and forcefully the story of white pine window frames bearing the Andersen trade-mark. We point out the lasting qualities of white pine and the benefits of superior workmanship. We tell people in some detail of the difference between a poor window frame and a good one.

"We demonstrate such points as window frames must be weather-tight and fit the sash snugly. We tell people that they never know when they will have frame trouble and that when it comes it seems like tearing the house down to effect the necessary repairs—expensive and uncomfortable.

"These are common-sense things that can be told in an impressive way. We do not attempt to cover them in full detail in our advertising space, but each advertisement contains an invitation to send for our booklet on 'How to Test Window Frames.' This is a complete treatise on the proposition. The illustrations are in four colors and the book is attractive. It suggests to the prospect that he ask his architect or contractor about window frames and invites him to send for an Andersen catalogue if he is not acquainted with our merchandise. This is an effective and a resultful way of getting business. The names of such prospects are turned over to the nearest dealer handling our goods and a great deal of business can be directly traced to this source.

"The indirect business, of course, is even greater. Our publication and direct-mail advertising is hooked together so that a constructive message about window frames is conveyed in a more forceful way than either could do alone. The net result is a continuous spreading of

# Sixty Per Cent Increase

U. S. Census figures show while other sections of the country complained of various decreases in Farm Interests

**THE NUMBER OF DAIRY COWS  
in the  
TWELVE UPPER WISCONSIN COUNTIES  
INCREASED MORE THAN 60%**

## The Superior Evening Telegram

*Is the Only Daily Newspaper  
Which Covers This Market*

THE TELEGRAM has an Average  
Circulation of  
**One Paper to EVERY OTHER FAMILY**

|                      | LATEST<br>CENSUS | PREVIOUS<br>CENSUS |
|----------------------|------------------|--------------------|
| Ashland County.....  | 9,665            | 5,192              |
| Barron County.....   | 65,285           | 45,273             |
| Bayfield County..... | 12,534           | 864                |
| Burnett County.....  | 20,066           | 15,008             |
| Douglas County.....  | 10,199           | 4,182              |
| Lincoln County.....  | 17,738           | 9,112              |
| Polk County.....     | 58,919           | 46,464             |
| Price County.....    | 15,117           | 8,254              |
| Rusk County.....     | 18,001           | 6,487              |
| Sawyer County.....   | 5,589            | 1,867              |
| Taylor County.....   | 24,386           | 13,630             |
| Washburn County..... | 13,749           | 7,036              |
|                      | <hr/>            | <hr/>              |
|                      | 271,248          | 163,369            |

*Representatives*

WEAVER, STEWART COMPANY  
L Metropolitan Tower  
New York City

WEAVER, STEWART COMPANY  
612 N. Michigan Avenue  
Chicago, Illinois

June 3, 1926

expert and dependable information about window frames in general and ours in particular. This builds up a background which lumber distributors and retailers find valuable and profitable in that the way is prepared for their selling effort."

In order that this consumer goodwill spoken of by Mr. Andersen shall be utilized to the limit, the company carries on dealer advertising in a long string of lumber, architectural and other class publications. It is a principle of Andersen advertising that every presentation shall invite the reader to ask for something. Whereas the newspaper and magazine messages seek inquiries for the window frame booklet, the dealers and others are offered the catalogue.

The catalogue is a technical book prepared by an architect for architects, contractors and dealers. It goes thoroughly into the subject of building and is authoritative. It is much too expensive a book for promiscuous distribution, being a general reference medium as well as a seller of Andersen frames.

The company will send a copy of the catalogue to any architect, dealer or contractor who will write for it. But the best method of distribution, it has been found, is through the dealer. In the publication advertising and direct-mail work, an effort is made to impress him with the value of the book. The salesmen supplement this message. The dealer is made to see that the catalogue is costly and that it should be placed only where it can do some real good for him and the manufacturer. He therefore is given some copies which he is to distribute judiciously among contractors and architects. In this way he gets for himself a considerable part of the advertising value the catalogue possesses. He is encouraged to call personally upon each individual to whom he presents a catalogue and to discuss with him the various features of the book and the qualities of Andersen frames.

In certain cases, if the dealer prefers it that way, the company will mail catalogues to a list of architects and contractors whose

## Would Your Salesman Waste His Time

calling on people who he knows will not buy your merchandise?

You would be likely to frown on such a practise. You would frown too if your advertising was reaching those same people. That would be waste circulation which you would be paying for without any benefit to yourself.

To guard against such a contingency, is it not feasible that you place your advertising in a medium which has the least waste circulation.

In Boston that medium is the

## Boston Evening Transcript

Highest ratio of buyers to readers

*National Advertising Representatives*

CHAS. H. EDDY CO.  
Boston New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles

## Check Your Records!

1. The Post-Intelligencer now has the largest circulation of ANY newspaper in Seattle—daily 84,368, Sunday 148,841. *Check your records!*
2. *The "P.-I." made the greatest circulation gain of ANY Pacific Coast newspaper during the past year. Check your records!*
3. Latest official circulation figures reveal a phenomenal gain in one year of 16,048 net paid daily and 10,922 net paid Sunday! *Check your records!*
4. 10,857 of the above daily gain was made within the city limits of Seattle; 7,129 of the above Sunday gain was made within the city limits of Seattle. *Check your records!*
5. *Official figures prove that the "P.-I." now leads the Daily Seattle Times by 5,359; leads the Seattle Star by 329; leads the Sunday Seattle Times by 44,542! Check your records!*
6. First 4 months of 1926—as compared with same period of 1925—official figures show that the "P.-I." made a 16% gain in Local Advertising; a 30% gain in National Advertising; a 16% gain in Classified Advertising. A remarkable 20% gain in Total Paid Advertising. *Check your records!*

**Seattle Post-Intelligencer**

*Seattle's Only Morning Newspaper*

**FIRST IN CIRCULATION!**

W. W. CHEW,  
285 Madison Ave.,  
New York City

W. H. WILSON,  
915 Hearst Building,  
Chicago

T. C. HOFFMEYER,  
Monadnock Building, San Francisco

# National Advertisers Choose The State-Tribune

These national advertisers are among those using The State-Tribune, the leading newspaper of Albuquerque and New Mexico:

|                                      |                               |
|--------------------------------------|-------------------------------|
| Good Housekeeping Magazine           | Vick's Vap-o-Rub              |
| Victor Talking Machines              | E. R. Squibb & Son            |
| Heinz Products                       | Geo. W. Childs Cigar          |
| Certo                                | Clicquot Club Gingeralo       |
| Armstrong Linoleum                   | Chesterfield Cigarettes       |
| Fleischmann's Yeast                  | Macfadden Publications        |
| Royal Baking Powder                  | Snowdrift                     |
| Nujol                                | Quaker Oats                   |
| U. S. Royal Cord Tires               | Perfection Stove              |
| DeForest Radio                       | San Telmo Cigar Co.           |
| Exide Batteries                      | Webster Cigars                |
| Ben Gay                              | Oldsmobile                    |
| Wildroot                             | Anheuser-Busch Products       |
| Texas Co. (Motor Oils and Gasolines) | American Beauty Macaroni      |
| Life-Savers                          | Delicia Sandwich Bread        |
| Ladies Home Journal                  | Calumet Baking Powder         |
| Hill's Bros. Coffee                  | Crane Company                 |
| Bauer & Black                        | Folger's Coffee               |
| Cycle Trades of America              | Horlick's Malted Milk         |
| Camel Cigarettes                     | K-C Baking Powder             |
| Wesson Oil                           | Putman Dyes                   |
| Dodge Motor Car                      | Portland Cement               |
| Ford Motor Car                       | Pepsodent Toothpaste          |
| Newbros Herpicide                    | Lytona Baking Powder          |
| Lucky Strike Cigarettes              | St. Louis Chamber of Commerce |
| Flit                                 | Swift & Company               |
| La Palina Cigars                     | Val Blatz Brewing Products    |
| Kellogg's Pep                        | Wrigley's Gum                 |
| Luden's Cough Drops                  | Black & White Beauty Cream    |
| Blackstone Cigars                    | Kolar-Bak                     |
| Firestone Tires                      | Palmolive Shaving Cream       |
| Post Bran                            | Santa Fe Railroad             |
| Literary Digest                      | Studebaker Corporation        |
| B. F. Goodrich Tires, etc.           | Hellmann's Mayonnaise         |
| Ingersoll Watch                      | Niagara Wall Paper            |
| Cuticura Remedies                    | Sterling Products             |
| Prince Albert Smoking                | Westinghouse Electric         |
| Scholl Mfg. Co.                      |                               |

# THE STATE-TRIBUNE

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the National Advertising Field by  
**ALLIED NEWSPAPERS, Inc.**  
 250 Park Avenue, New York

names he supplies. In each case, a letter is sent telling that the book is being mailed at the dealer's request and suggesting that any transactions be consummated through him.

#### BUSINESS-PAPER COPY

The Andersen business-paper advertising is highly artistic in appearance. It is planned and executed on the principle that cumulative effect can be gained from continuity in layout as well as the same quality in copy.

Proceeding on this basis, the border of each advertisement is a picture of an Andersen window frame reproduced as nearly as possible in the rich golden color which white pine takes on when clear varnish is applied to it. On one of the side jambs in the picture is reproduced the Andersen trade-mark in red, white and blue. The main part of the advertisement has a multi-color appearance which is conveyed through the four-color process printing.

Usually the text in the advertisement is preceded by a picture of real artistic strength. It may be a forest view, a scene in the factory or of a workman assembling a window frame and putting it in place.

This kind of advertising is expensive, viewed from a standpoint of the initial cost. There must be a painting by a competent artist and the satisfactory printing of the inserts. But, according to Mr. Andersen, the outlay is more than justified by the results.

The manner of producing this Andersen color advertising contains an interesting hint for other advertisers and for agencies. The advertising agency handling the Andersen account also is advertising counsel for the Shevlin, Carpenter & Clarke Company, Minneapolis timber dealer and the B. F. Nelson Manufacturing Company, of Minneapolis, maker of slab roofs. All three firms logically want to advertise in the same general class of dealer mediums. The agency therefore prepares a four-page insert giving each client a page and taking a page itself. The



# The Secrets of Successful Advertising in Britain

..

1. PUNCH in your Advertisements
2. Your Advertisements in "PUNCH"

..

MARION JEAN LYON  
*Advertisement Manager, "PUNCH"*  
80, FLEET STREET,  
LONDON, E.C. 4, ENG.



June 3, 1926

same insert, thanks to standardized sizes, can be used in all the mediums. Thus the printing can be done in quantities and a notable saving made.

"Another benefit," Mr. Andersen says, "is in the community of interest which the four beautiful advertisements convey. The insert is easily the outstanding feature of a business magazine in which it appears because of its real art appeal. A reader attracted by one of the pictures is sure to see them all and thus each doubtless gets more benefit from the presentation than it could possibly gain by itself.

"Our merchandise is physically beautiful. White pine, properly treated, is one of the most attractive of woods. It is fitting therefore that the advertising should have a physical appearance that matches or at least approaches the product.

"Advertising, to do its best work, must be planned and executed so as to allow for the cumulative effect. This can come, in the highest degree, only when the advertis-

ing is consistently good throughout. Run two or three beautiful advertisements in a row and you have started to create something. Use two or three that in appearance are only ordinary or worse than ordinary, and you have broken the continuity. Advertising must be steadily good in appearance as well as regular in insertion."

### New Accounts for Cincinnati Agency

The Imperial Underwear Company, Piqua, Ohio, has appointed The Marx-Flarsheim Company, Cincinnati advertising agency, to direct its advertising account. The Style-Arch Shoe Company and The R. B. Specialty Company, mail-order radio accessories, both of Cincinnati, have also placed their advertising accounts with this agency.

### Miss M. H. Ryan Joins Cox-Lynn

Miss Marie H. Ryan, formerly with the G. Logan Payne Company, publishers' representative, has joined Cox-Lynn, Inc., Detroit, publisher of "Boulevardier."

# METAL PRINT CRAFT

the art of printing, lithographing, etching, engraving, embossing, stamping, casting and enameling metal in a variety of color combinations and finishes. METAL PRINT CRAFT — developed by *Grammes* — elevates the standards of art and quality in the production of Name and Number Plates, Signs, Tablets, Display Stands, Emblems, Fobs, Dials, Panels, Ornaments, Coins, Advertising Specialties and the like. What is the message you want to get across?



By this mark  
you will know  
Metal Print  
Craft

*L.F. Grammes & Sons*

370 Union St., Allentown, Pa.  
New York Office—25 West 43rd St.

# Georgia Communities Welcome Industry

GEORGIA manufacturers find that the communities in which they are located take a personal interest in their success. This friendly public sentiment is graphically described in the following statement from Mr. Forrest Additon, furniture manufacturer and Mayor of Flowery Branch, Georgia.

Georgia Railway and Power Co.,  
Atlanta, Ga.

Gentlemen:

"I attribute my success as a manufacturer of furniture to the availability of plenty of intelligent native white labor, favorable weather conditions, abundance of raw material supply, and to the encouragement of practically the whole community. I have shipped furniture to 42 states and to several foreign countries, in spite of the fact that furniture is a commodity that is subject to unusually heavy freight rate.

"Last year we changed from steam to electric power, and although about half our fuel was supplied by scraps and shavings from our plant, we find the electric current more than 12% cheaper than the steam boiler as a power producer.

"I am a Yankee from Maine, and the fact that I have several times been elected mayor, without any particular qualification for the office, should be positive proof that the old-time anti-northern sentiment has completely died out in the South.

"Considered from any angle, I am certain that the North Georgia highlands offer the greatest inducements obtainable by industries seeking new location."



**GEORGIA RAILWAY AND POWER CO.**  
A CITIZEN WHEREVER WE SERVE

# Bringing Forth Another Cinderella Product

How the Magic Wand of Better Merchandising Is Revolutionizing the Sandpaper Business

By Roy Dickinson

CINDERELLA has been a popular subject from the Middle Ages to the most recent rewrites of the ancient story. Magic wands of one sort and another have been waved and the hidden charm of beautiful unknowns suddenly becomes evident to the gaze of the sometimes admiring multitude.

We who write usually of far more mundane things, have occasionally the opportunity to revive the old legend in the form of Cinderella products which, long left in neglect, are brought to sudden fame by the magic wand of better merchandising plans and good advertising. Recent unusual happenings in the selling of sandpaper offer the newest examples of this much to be desired transformation.

Sandpaper is an old product. For many years it was sold as a staple, by the ream and quire. It was shipped in ream bundles containing one to five reams, each in half-ream packages. These were sold to the hardware and paint jobber in bales, bound with hay wire. The bales were packed by presses which exerted great pressure. In the old days the dealer received these ream bundles and stored sandpaper in bins. The instant he cut the hay wire to sell less than bundle quantities the sandpaper began to curl up. The sheets were hidden away either in the bins beneath the counter or thrown into a drawer. They became dusty, scattered and defaced.

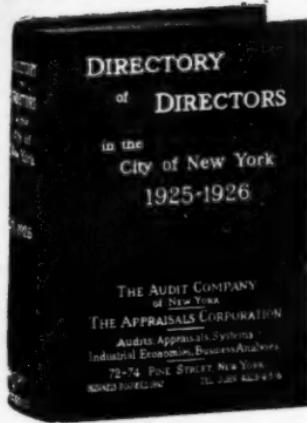
The product was put away, out of the customers' sight and out of the retailer's mind. When somebody insisted on buying sandpaper the store keeper could find some if he took his time, but it was frequently in poor shape. Nowhere in a hardware dealer's store was there anything to re-

mind the customer of sandpaper. He had to do all the thinking himself. Cinderella was concealed in the kitchen.

Then, a little over a year ago, sandpaper was brought out of its hiding place. Sales, almost constant over a long period of years, have almost doubled. The public sees it stocked in neat containers and unit boxes on the showcase or shelf. The customer is shown that sandpaper comes in coarse, medium or fine grits. The jobber, who formerly had the unpleasant task of counting out the number of stubborn, curly sheets and packing them as best he could for shipment to his retail customers, now has an orderly stock in boxes and other containers. His orders from retailers are on a unit or decimal basis. What was formerly one of his most wasteful and troublesome stocks is now being advertised in double-page spreads in the trade papers. The housewife and hometinker are being educated to the time-saving conveniences of sandpaper and are adding it to their household kits.

A curious thing about this change which has come over the business is that several companies started almost simultaneously to wave the magic wand of better merchandising over their Cinderella product. Where only one company was formerly advertising consistently, now the hardware and paint-trade papers are carrying colored inserts, double spreads, and front-cover advertising for sandpaper. The three companies most prominent in this better merchandising appear to be the Wausau Abrasives Company of Wausau, Wis.; United States Sand Paper Company of Williamsport, Pa., and the Baeder Adamson Company of Philadelphia.

It is always difficult to label a



**These two books list the men of wealth and distinction in New York City**

To 1,000 names in the Social Register—selected as members of five or more clubs; to 1,000 names in the Directory of Directors—selected as directors of ten or more corporations, we wrote

**Do you read Judge?  
Do you like Judge?**

More than six hundred of them answered at once

**58% read Judge  
53% like Judge**

More than two hundred took the trouble to write at greater length how much and why they liked Judge.

Here are social leaders and business leaders—wealth and distinction. Has your article the qualities for this kind of an audience?

# Judge

*Management of*

**E. R. Crowe & Company, Inc.**

New York

Established 1922

Chicago

June 3, 1926

Perfecting a definite expansion program and to enlarge our facilities for service to National Advertisers—

*We are pleased to announce*

*the association of*

**FRANK F. HILSON**

*for ten years head of the*

*Media Department  
of*

**THE H. K. McCANN COMPANY**

*Advertising*

*New York*

*and*

**LEE R. DONEHUE**

*formerly President L. R. Donehue Corp.*

*With the Eastern Office*

*of*

**The HOUSEHOLD  
MAGAZINE**  
ESTABLISHED 1900

120 West 42nd Street, New York

ARTHUR CAPPER, *Publisher*  
D. M. NOYES, *Advertising Manager*  
B. P. BARTLETT, *Eastern Manager*

pioneer, but to the writer's best knowledge, the sandpaper reawakening was begun by P. W. Sawyer, president of the Wausau Abrasives Company. Mr. Sawyer's company has been a trade-paper advertiser for more than ten years. But the better merchandising plan which allowed it to cash in on its long-time advertising investment did not come until February, 1925. In that month the company's full-page advertisements announced, illustrated and described a lacquered, steel counter display case in connection with a case-lot of 480 sheets of assorted grits—sufficient to fill the eight pockets of the container—a pocket for each "grit." The retailer had apparently been waiting for some such plan. Nearly half the paint and hardware stores on the company's list adopted it. Sales of "Ruff Stuff," the company's brand, increased greatly. The merchants suddenly discovered that the humble item so long hidden away was a profitable commodity and began to order by the half ream and quarter ream of each grit instead of by the quire.

#### THE NEXT STEP

In January of this year Mr. Sawyer announced his Unit Package, the next step in his plan. This was the result of questioning why a product used for a totally different purpose than paper should be sold on the old quire and ream count merely because it was a tradition in the trade. The outcome was the unit package, consisting of a stout cardboard box for each grit; each box holding 100, 75, 50 or 25 sheets, depending upon the coarseness and bulkiness of each grit. Thus the old quire and ream count was swept away and a new plan substituted which contributed to the convenience of both jobber and retailer in figuring prices as well as in invoicing.

The United States Sandpaper Company has contributed to this new era in the merchandising of the long-neglected product. "Sandpaper up to now has not been accorded the respect due it," says

## Good Copy

**Packaging, merchandising, pricing, and establishing trade outlets—all difficult problems for the newcomer—are largely settled and mastered by the veteran advertisers.**

**But good copy, informative copy, interest-holding copy, is a perpetual problem with all advertisers.**

We have not the slightest desire to disrupt satisfactory relations between any firm and its agency or copy department, but to anyone who cares to see what we call "good copy," we shall be glad to show exhibits.

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 MADISON AVE.  
NEW YORK CITY**

Frank F. Winters, president of the company, "owing to the manner in which it has been kept in stock, not alone by jobbers but also by the dealers. Sandpaper is a first-class tool, on a parity with other high-grade tools scientifically made. It has been stocked in a manner unworthy of its character, and should be taken from the junk pile and placed in the most attractive manner possible where other worthy tools are kept."

In line with this policy of considering its product a high-grade tool instead of just paper with grits on it, the United States Sand Paper company designed the Neat-pak Box which made it possible for the dealer to give quick service direct from the shelf. This is a patented box with a sliding drawer interior.

This company is using four-page colored inserts in a list of hardware and paint journals and direct-mail campaigns to jobbers and dealers featuring the easier stock-checking and accounting of its product under the new plan and

the greater ease with which discounts can be figured under its new count.

#### AN EFFECTIVE DISPLAY UNIT

The Baeder Adamson Company offers a special display selling case in colors given with each order of a definite amount. Its case, designed also to bring the once hidden product out into the light of day, is constructed in eight shelves, each shelf designed to contain the entire contents of each unit package. It holds the sandpaper flat and a special flange on the side gives the grade number of the abrasive in each compartment. The company says in its trade-paper advertising:

"No need to explain to the customer. The B-A case is a powerful self-seller and is as different from any other sandpaper display as an Elgin from an Ingersoll."

Thus the long-neglected Cinderella product now has not one Prince Charming but three.

Each of these manufacturers is using ample space in the trade

## The TRIBUNE Will Tell Your Tale To TAMPA

—all Tampa and the rich Tampa territory depends upon the west coast's one metropolitan morning newspaper for complete, accurate

*Local News*

*Telegraph News*

*Pictorial News*

*"Store News"*

Daily more than 37,000  
Sunday more than 60,000

*National Representative*

S. C. BECKWITH SPECIAL AGENCY

*Announcing*

THE APPOINTMENT OF  
JOHN B. SCARBOROUGH  
AS ADVERTISING MANAGER  
AND  
HOWARD M. KEEFE  
AS WESTERN MANAGER

*The* **American**  
*Magazine*

THE  
CROWELL PUBLISHING COMPANY  
FRANK BRAUCHER, *Advertising Director*  
250 PARK AVENUE                    NEW YORK

## Are you married to your printer?

JUNE is popular with young brides. The sun shines, flowers bloom, all Nature smiles—in June. What more appropriate month for a maid's Great Adventure?

Advertisers would do well to plan a June alliance with an establishment completely equipped for the production of catalogs, booklets, circulars and other direct-advertising matter.

It is particularly advisable to tie-up with a printer who doesn't add to your bill charges for alleged "creative service."

*Are you married  
to your printer?*



BRAUNWORTH & COMPANY,  
INC.

60 BROADWAY  
BROOKLYN, N. Y.

Telephone Stagg 6300

papers. While each is using somewhat competitive copy to show that his product or display case or method of packing is better than the others, the net result of the advertising is to make the retailer think more about sandpaper and display it more prominently.

What is now happening in the sandpaper field is a satisfactory answer to the old question of "too much competition in advertising." True, there is now competitive advertising where there was none in the old days. But in the course of it, the sales of sandpaper have greatly increased and the whole business has been put on a far sounder foundation. There is competition surely. But now there is plenty of good business for which to compete.

The result of this hot advertising competition is a greatly increased market on a more convenient basis for manufacturer, jobber, retailer and consumer.

The experience of sandpaper proves again that hard competition is sometimes just about as good in its effects as associated co-operation.

### To Extend Campaign on "A-dof-lus"

Preparations are being made to extend to San Francisco and other Pacific Coast points, and later on a national scale, the introductory campaign on "A-dof-lus," a buttermilk culture. Hunter & Auld, Los Angeles, are the manufacturers. The Ingoldsby Company, advertising agency, also of Los Angeles, is directing the advertising.

### T. H. Kaplin Heads Ohio Poster Association

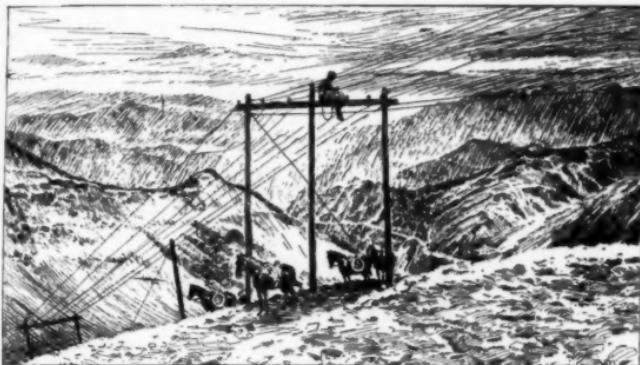
Thomas H. Kaplin, secretary of the Bond Outdoor Advertising Company, Toledo, Ohio, has been elected president of the Ohio Poster Association.

### R. C. Budlong Appointed by Insurance Company

R. C. Budlong has been appointed director of agency publicity of the Northwestern National Life Insurance Company, Minneapolis.

### John B. Taltavall Dead

John B. Taltavall, publisher and founder of *The Telegraph and Telephone Age*, New York, died at that city on May 27. He was seventy-six years old.

*Telephone line over the Rocky Mountains*

## *The Builders of the Telephone*

SPANNING the country, under rivers, across prairies and over mountain ranges, the telephone builders have carried the electric wires of their communication network. Half a century ago the nation's telephone plant was a few hundred feet of wire and two crude instruments. The only builder was Thomas A. Watson, Dr. Bell's assistant.

It was a small beginning, but the work then started will never cease. In 50 years many million miles of wire have been strung, many million telephones have been installed, and all over the country are buildings with switchboards and the complicated apparatus for connecting each telephone with any other. The telephone's builders have been many and their lives have been rich in romantic adventure and unselfish devotion to the service.

Telephone builders are still extending and rebuilding the telephone plant. A million dollars a day are being expended in the Bell System in construction work to provide for the nation's growing needs.

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**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

**BELL SYSTEM**




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IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

June 3, 1926

*Announcing  
the establishment of the*

# Roche Advertising Company

*Occupying  
the Twenty-sixth Floor of the Straus Building*

Chicago

*An organization of  
experienced personnel happily intent  
upon the production  
of advertising  
of distinctive character*

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## The Pursuit of Happiness

(Continued from page 6)

their tables show that men drawing annuities live longer than the other kind.

Recently, someone criticized the Metropolitan for going into the matter of housing on a large scale. He thought it was inconsistent for an insurance company to engage in a building enterprise. Perhaps he was connected with the real estate interest and was jealous of such intelligent and disinterested competition. At any rate, the reply was that such projects are highly consistent with the Metropolitan's purpose. Housing is but an extension of the health propaganda. Nothing has greater bearing on health, and length of life, than living conditions. The Metropolitan's house-building movement has been successful in the dollars-and-cents sense, just as its advertising has been successful in that same material sense, because in neither case did it aim at profit, but instead aimed at happiness—the happiness of the public, not of the Metropolitan. It made a present to the people, and the people will always reward such an advertiser. Unselfishness is one of the most profitable investments the efficiency experts have yet discovered.

### New Account for J. D. Bates Agency

The Moore Drop Forging Company, Springfield, Mass., has placed the direction of its advertising in the hands of the J. D. Bates Advertising Agency, of the same city.

### Floor Machine Account for Sackheim & Scherman

The Ponsell Floor Machine Company, New York, has placed its advertising account with Sackheim & Scherman, Inc., New York advertising agency.

### R. E. Hutchinson with "The American Legion Weekly"

R. E. Hutchinson, who has been with the Chicago office of N. W. Ayer & Son, has joined the Chicago staff of *The American Legion Weekly*.

## A Golden Harvest

is awaiting those advertisers who are wise enough to avail themselves of the extraordinary reader confidence,

## The York, Pa. Gazette and Daily

has built up among its readers, by adherence for many years to high advertising and news ideals.

*York County, Pennsylvania, 14th in U.S. in agricultural wealth, as well as a rich industrial center, with a yearly payroll in excess of thirty-three millions of dollars, is one trading district and is covered completely and intensively only by The Gazette and Daily whose circulation is confined almost exclusively within the limits thereof.*

### Howland and Howland National Representatives

NEW YORK

393 Seventh Ave.

CHICAGO

360 North Michigan Avenue

PHILADELPHIA

Ledger Building

## Trade Commission Reports on National Wealth and Income

*Washington Bureau  
of PRINTERS' INK*

THE total national wealth of the United States in 1922 was about \$353,000,000,000, and the total national income for the same year was approximately \$62,000,000,000, increasing to about \$70,000,000,000 in 1923. These figures are among the major estimates of a report compiled by the Federal Trade Commission and submitted to Congress last week.

This report is the final response to a Senate resolution which directed the commission to make an inquiry into and compile data concerning the total amount of the chief kinds of wealth in the United States, to ascertain the ownership thereof and the encumbrances thereon, including both private and public indebtedness, and to secure statistics for recent years concerning the amount of annual income or increase in the national wealth in different lines of economic activity and by different classes of population, and also to obtain information regarding the amount of income exempt from Federal taxation.

A report on taxation, tax-exempt income and public debts was submitted to the Senate on June 4, 1924. The present report deals, first, with national wealth, and, second, with national income for continental United States, and presents some analyses of the various kinds of wealth and income and their distribution among the people.

The analysis of the total wealth of \$353,000,000,000 shows that about \$230,000,000,000 are invested in real estate, and gives about \$123,000,000,000 for tangible personality or moveables. The real estate values are found to be about 65 per cent of the total wealth of the country, and about \$122,000,000,000 are given for land value, with about \$108,000,000,000 for real estate improvements.

In the general survey of na-

tional wealth, it is estimated that 18 per cent of the total consists of agricultural wealth, that about 14 per cent is used in manufacturing and mining, about 13 per cent is held by railroads and other public utilities, and about 12 per cent by Federal, State and local governments.

In its analysis of national income, the report states that during the seven-year period of 1917 to 1923 the average per capita income of the estimated population receiving the income covered by Federal income tax returns averaged \$1,634, and ranged from a minimum of \$1,556 in 1920, to a maximum of \$1,755 in 1919. In 1923, three-fourths of the total income or over \$31,000,000,000 for that year was received by individuals reporting net incomes of under \$10,000, and 3.7 per cent was received by individuals reporting net incomes of \$100,000 or over.

The report is rather voluminous, and its final disposition is a matter of doubt. If it is considered as of sufficient importance by the Congressional committees, and if it is demanded by the public, it may be published; but in that event several months may elapse before it is available in printed form.

In the meantime, it is possible to secure a comprehensive summary of the report, which has been prepared by the Federal Trade Commission. While the supply is somewhat limited, copies of the summary in processed form may be secured, so long as they last, by addressing requests to the secretary of the commission.

### Appointed by Upholstered Furniture Makers

D. D. Fennell, formerly with the Pullman Couch Company, Chicago, has been appointed executive secretary of the National Association of Upholstered Furniture Manufacturers, with headquarters at Chicago.

### David Pender Sales Have Large Increase

Nets sales of the David Pender Grocery Company for April amounted to \$841,216, compared with \$625,925 for that month last year. This is an increase of 34.3 per cent.

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# The THUNDERS of SILENCE.\*

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IF YOU ARE TIRED OF THE THUNDEROUS SILENCE THAT GREETS YOUR ADVERTISING—TRY INJECTING THE LIFE AND SPARKLE THAT THE WRITINGS OF OUR AUTHORS AND THE CARTOONS OF OUR ARTISTS WILL GIVE TO YOUR MESSAGES.

---

Fred A. Wish  
INCORPORATED  
12 EAST 41ST STREET  
NEW YORK CITY

Telephone: Vanderbilt 5797

---

WRITE FOR LIST OF AUTHORS AND CARTOONISTS AVAILABLE FOR ADVERTISING PURPOSES.

\**World-famous phrase of the inimitable IRVIN S. COBB*  
(on our list)

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## An Opportunity Seeks The Man

**T**O an advertising man with a background of successful agency experience, who is either an account executive or a highly capable copy man possessing a thorough knowledge of national media and who has contacted on national accounts—an opportunity is being offered that can scarcely be measured in terms of dollars and cents. Remuneration of course will be determined by his ability; but what is more to the point, is the fact that the man we desire can become a part of our successful organization, grow with it, succeed with it, and be rewarded according to his ability.

The man whom we feel would fit in with our program is probably employed at present, and is not seeking another job but would leave his present position to join an organization where he would be afforded the opportunity to give the fullest expression to his ability and ambitions.

In answering he should give a complete story about himself, his work, his desires for remuneration and his hopes for advancement. He can depend upon it that the information given will be held in strictest confidence.

\* Address "E" Box 188  
Care of Printers' Ink

## The Nation's Food Habits to Be Studied

*Washington Bureau  
of PRINTERS' INK*

**A**S the result of a recent conference, a survey of the food habits of the nation will soon be started under the direction of the Bureau of Home Economics of the Department of Agriculture.

The purpose of the survey is to determine what foods the families of the United States are consuming, and in what quantities, how much the families are spending for food, and what proportion of the family income is spent for food, whether or not the foods consumed meet the nutritive needs of American families according to the standards of nutrition, and how variations in food habits are affected by nationality, geographical location and resources. Further studies also will be undertaken to determine the value of food data collected by the survey method, accounting and questionnaires, and whether the data collected by the three methods are equally reliable for the different groups.

Dr. Louise Stanley, chief of the Bureau of Home Economics, presided at the conference, and about thirty scientists representing organizations that have made studies of food habits participated and discussed the problem from the standpoint of the agricultural economist, the home economist, the nutrition and dietary specialist, the doctor of medicine and public health, and the statistician. The conference recognized the fact that data for food consumption are inadequate and fail to give a picture of the food habits of the United States. Both the discussion and the final resolution emphasized that there is a demand from educators, scientific investigators, producers, social agencies, selling agencies, distributors and groups interested in wage adjustment for accurate information on food consumption habits.

The Bureau of Home Economics is now working out a program for

# A Real Necessity

## *The 1926 Edition* OF THE **Standard Advertising Register**

**Y**OU cannot afford to continue to use last year's book. Get a copy of the new edition and bring your mailing lists up to date.

Contains complete information as to advertising personnel, agency connections, time of appropriations, media used and other data on 8,000 national advertisers.

Over 900 new advertisers. Thousands of changes on old advertisers.

*For Complete Information Write*

**National Register Publishing  
Company, Inc.**

**15 MOORE ST.**

**NEW YORK CITY**

**R. W. FERREL, Manager**



## *Do you want a high caliber*

**ADVERTISING DIRECTOR  
BUSINESS MANAGER  
ACCOUNT EXECUTIVE  
PROMOTION MANAGER  
ASSISTANT-TO-PRESIDENT  
PRODUCTION MANAGER, ETC.?**



**T**HIS man is available now! He was, until recently, one of the ranking Advertising Executives in a Two Hundred Million Dollar corporation, directing an annual expenditure of over a Million Dollars.

Before this, he was for several years Advertising Director of a chain of ten retail stores. Before that, with a similar chain of eight stores. Just after the war he directed his own Service Agency; and during the war he held responsible positions in the Naval Service abroad. In his earlier years he was Private Secretary and Reporter, and worked with important business and government officials.

This man has been in Big Business over fifteen years and is a well-rounded executive and organizer with a definite record of accomplishments. He is a business man in every sense of the word, versed in management, merchandise and distribution; and he has been through the

advertising profession from copy to selling. He is accustomed to developing, directing and inspiring any necessary organization.

He is thoroughly at home in all the major cities of this country; also acquainted in England, France and Germany. He is well educated; has a sparkling and winning personality; cultured, well-groomed, good-natured; and exudes the cordiality that creates a favorable impression. His age is 35 years young (45 in experience); American, happily married and in tip-top health. He can stay at home or travel, take orders or give them, write or talk, and he can work in co-operation and harmony with superiors or subordinates.

This man has had a five-figure income, but starting salary is not an issue; he is more deeply interested in a genuine and permanent opportunity. Interviews anywhere. Write or wire Box 243, Printers' Ink.



June 3, 1926

PRINTERS' INK

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the survey. Various organizations of the government and independent agencies will co-operate in the work, and the Bureau will give out reports on the progress made from time to time.

### To Advertise Australian Fruits in England

A fund will be raised by Australian dried fruit producers to be used for advertising Australian raisins, currants and sultanas in Great Britain, as part of the \$2,500,000 advertising project recommended by the Imperial Economic Committee. The Australian Government will contribute an amount equal to that raised by the fruit producers with the limitation that its contribution will not exceed \$250,000.

### G. B. Hotchkiss Associates with James F. Newcomb

George Burton Hotchkiss, professor of business English and chairman of the marketing department of New York University, has become associated with James F. Newcomb & Company, Inc., New York, direct advertising. He will have general direction of the plan and copy departments. Mr. Hotchkiss will retain his position with New York University.

### Lighting Equipment Campaign Up for Approval

A four-year co-operative advertising and merchandising campaign program will be presented for approval at the annual general convention of the National Council of Lighting Fixture Manufacturers to be held at Montreal from June 23 to 26.

### Fairbanks, Morse Quarterly Income Gains

Fairbanks, Morse & Company, Chicago, scales, engines, pumps, etc., report a net income after charges of \$525,021 for the quarter ended March 31, 1926. This compares with \$379,710 for the corresponding quarter in 1925.

### C. E. Brinckerhoff Opens Cleveland Office

C. E. Brinckerhoff, Chicago advertising agency, has opened an office at Cleveland. M. M. Wanderman, of the Chicago office, is in charge of the new office.

### P. C. Platt Advanced by Stanley Works

P. C. Platt has been made manager of the auxiliary sales department of The Stanley Works, New Britain, Conn. He joined the Stanley organization in 1914.

## WORLD CONVENTION DATES

(Established March, 1916)  
COMPLETE AND AUTHENTIC RECORD OF COMING

### CONVENTIONS and EXPOSITIONS

Gives meeting place, dates, secretary's address and attendance for more than 10,000 International, National, Regional and State Conventions, Expositions, Fairs and Banquets to be held at future dates in the United States, Canada and European Countries.

The special JUNE number will furnish a record of more than 4,000 important 1926 and 1927 events, for which the meeting place and dates have now been decided. Start your annual subscription with this important issue.

*Yearly Subscription (12 issues) \$15  
(Leaflet No. 16 Upon Request)*

HENDRICKSON PUBLISHING CO., Inc.

116 W. 39th St., New York City

*EUREKA*

*Baby Ruth*

*Indian*  
MOTORCYCLES & BICYCLES

*Every Child! A Booster!*

GET the kids, old and young, boosting for you. Every child loves balloons — they bring their parents to your dealers' stores to get them.

National advertisers are using millions every month—reselling to their dealers for use in sales promotion campaigns of all kinds.

Write us for list of big national advertisers using "Perfect" balloons. We furnish literature and plans for promoting their sale to your dealers.

PERFECT RUBBER CO.  
62 Wayne St., Mansfield, O.

June 3, 1926

# Copy Man

We want a copy man with men's wear or department store experience—able to

1. Write selling copy
2. Improve retail contacts
3. Create sensible plans

His location will be with a leading 4A Advertising Agency in New York City—with just enough travelling to freshen his national viewpoint.

Good money and a bright future. Apply in advertising form, stating qualifications in detail. Address "Agency," Box 41, c/o Printers' Ink.

## Program of Pacific Coast Clubs Convention

THE program of the twenty-third annual convention of the Pacific Coast Advertising Clubs Association, which is to be held at San Francisco from July 5 to 8, will be as follows:

*July 5—Inspirational Meeting:* Marshall Dana, General Chairman; The Portland, Oregon Journal; Wallace R. Farrington, Territorial Governor, Hawaiian Islands, speaker.

### GENERAL SESSIONS

Lew Hahn, National Retail Dry Goods Association, New York; "Reducing the Waste in Advertising"; Alvin Dodd, Domestic Distribution Department U. S. Chamber of Commerce, Washington, D. C., "Face to Face with the Distribution Problem"; Lou E. Holland, National Better Business Bureaus, Inc., "Advertising—Organized—for What?"; Bruce Barton, Barton, Durstine & Osborn, New York, "The Modern Consumer"; Harold J. Stonier, University of Southern California, Los Angeles, "The Big Objective of Organized Advertising"; Max Shaffer, Marshall Field, Chicago, "Retail Advertising"; Dr. Alexander Fleisher, Metropolitan Life Insurance Company, San Francisco, "Community Advertising and Population Problems"; Dr. W. E. Hotchkiss, Stanford University, Stanford, Calif., "Co-ordinating Management for More Effective Business"; and C. K. Woodbridge, Dictaphone Sales Corporation, New York, "The Associated Advertising Clubs of the World Advances the Light of Business."

### DEPARTMENTALS

*Community:* Charles H. Woolley, San Francisco, Chairman; Speakers: Harry Chandler, Los Angeles Times; Wallace R. Farrington, Governor of Territory of Hawaii; David Whitcombe, realtor, Seattle, Wash.; Herbert Cuthbert, Chamber of Commerce, Portland, Oreg.; Lou E. Holland, National Better Business Bureau, Inc.; Don Francisco, Lord & Thomas, Los Angeles; Marshall Dana, Portland Oregon Journal; John J. Cuddy, Yellow Taxi Cab Company, San Francisco; Paul Shoup, Southern Pacific, San Francisco; and Wiggington Creed, Pacific Gas & Electric Co., San Francisco.

*Direct Mail:* Chairman, H. W. Rodgers, San Francisco; Speakers: A. B. McCallister, Young & McCallister; Arthur S. Allen, Ruxton Color Service, New York; G. W. Wickland, Wells Fargo Bank & Union Trust Co., San Francisco; Clarence E. Fisher, Gateway Printing Co., Seattle; Harry A. Ernshaw, Young & McCallister Co., Los Angeles; E. R. Ham, Ham-Jackson Company, Portland, Oreg.; Waldo J. Marra, Bank of Italy, San Francisco; June Burn, Rodgers Addressing Bureau, San Francisco; Miss Florence Shindler.

*Educational:* Chairman, Harold J.

# To Managers and Men Who Sell

A direct sales organization is now being built up by a strong and long established manufacturer of heating and cooking equipment. We want four strong, aggressive, brainy salesmen, natural leaders, courageous men who are willing and enjoy selling but who are of the stuff of which Managers are made.

This division of this Company is in its infancy. You will have the same splendid opportunity for quick rise and splendid earnings that those had who were with Fuller Brush, Real Silk, Holland Furnace, etc., in their infancy. Yes,—you will have more for not only will you get paid royally for what you do, but a share in the profits and ready recognition for advancement. We need Manager and District Manager ability today more than we need salesmen, but no man can start at the top in this organization who is not willing and has not learned from the ground up.

Age above 30 preferred. Must show ability to save money, make money and be a hustler from feet to brain.

Address "O," Box 47, care of Printers' Ink.

June 3, 1926

# DISTRICT SALES MANAGERS

## SALARY, COMMISSION, BONUS

Refrigeration industry offers one of greatest potential sales developments in America today.

Large and long established refrigerator manufacturer requires thoroughly capable executives to take charge of territories, with headquarters in Atlanta and Philadelphia respectively, and one Field Sales Executive Trainer of men. Several of our managers have been unusually successful over a period of years. We require \$7500.00 to \$10,000 type of men. Mechanical training an advantage but not essential. Give full details, business experience, age, average earnings, phone, in first letter. Meetings arranged at New York, Philadelphia, Atlanta, Detroit and Chicago. "Vice President," Box 48, care of Printers' Ink.

**Stonier, Los Angeles;** Speakers: Prof. Chas. H. Raymond, University of California, Berkeley, Calif., "Educational Courses Which the Club Might Sponsor"; Samuel P. Johnston, San Francisco, "The Educational Possibilities of the Luncheon Meeting"; R. P. Milne, Condon, Milne, Gibson, Seattle, Wash., "Relation of the Advertising Club to the School and College Program"; Prof. E. K. Strong, University of Stanford, Stanford, Calif., "What the Advertising Major Should Receive in Instruction in College"; Prof. W. F. G. Thatcher, University of Oregon, Eugene, Oreg., "The Place of Advertising Instruction in the University Program", and Prof. Harold J. Stonier, University of Southern California, Los Angeles, "The Status of Advertising Education on the Pacific Coast."

**Financial:** Chairman, C. C. Lincoln, Security Trust & Savings Bank, Los Angeles; Speakers: Paul Hedrick, Jr., Wells Fargo Bank, San Francisco; T. C. Scroggs, Seaboard National Bank, Los Angeles; W. A. Davis, American Bank, Oakland; Willis Brindly, Washington Mutual Bank, Seattle, Wash.; and W. H. Brown, Portland, Oregon.

**Graphic Arts:** Chairman, Fletcher Ford, Los Angeles; Henry Hayck, Portland, Oreg.; Carroll T. Harris, San Francisco; Wm. H. Barry, Los Angeles; Mrs. Stella M. Pratt, San Francisco.

**Newspaper:** Chairman, Carl Hagen, Sacramento, Calif.; Speakers: J. R. Knowland, Oakland, Calif. *Tribune*; Louis Honig, Honig-Cooper Co., San Francisco; W. J. Harrison, Los Angeles *Herald*; Hal King, San Francisco Advertising Club; Miss Martha Look, Crescent Mfg. Co., Seattle, Wash.

**Public Utilities:** Chairman, Wm. P. Strandborg, Portland, Oreg.; Speakers: Ben S. Allen, Key Route Transit Co., San Francisco; Wm. P. Strandborg, Portland Electric & Power Co., Portland, Oreg.; Capt. N. W. Blocker, Puget Sound Power & Light Co., Seattle, Wash.; D. L. Scott, Los Angeles Gas & Electric Co., Los Angeles; Al C. Joy, San Joaquin Light & Power Co., Fresno, Calif.; Kate Brew Vaughn, Los Angeles Express, Los Angeles.

**Publishers Representatives:** Chairman, A. J. Norris Hill, San Francisco; Speakers: W. J. Harrison, Hearst Newspapers; Walter P. Burn, American Newspaper Publishers Association, San Francisco; W. B. Flowers, Capper Publications, San Francisco; R. J. Davis, Gilman, Nicoll & Ruthman, San Francisco; Don E. Gilman, *Christian Science Monitor*, San Francisco; Roger Johnstone, Magazine Advertising, San Francisco; A. J. Norris Hill, San Francisco; Don Belding, Lord & Thomas; Vernon Churchill, Honig-Cooper, San Francisco; and Miss Martha Look, Crescent Mfg. Co., Seattle, Wash.

**Outdoor Advertising:** Chairman, J. A. Brogden, General Outdoor Company, San Francisco.

**Retail Advertising:** Chairman, Reagan P. Connally, San Francisco.

**Better Business Bureau:** Chairman, Fred H. Mantor, San Francisco.

# Introducing—



A handwritten signature in cursive script, reading "George Burton Hotchkiss".

With pleasure we announce the addition of the name of Professor George Burton Hotchkiss to the roll of our personnel.

Mr. Hotchkiss, Professor of Business English and Chairman of the Marketing Department of New York University, and author of numerous text books on advertising, will have general direction of our Plan and Copy Departments.

His ability in marketing research and practice, developed by years of experience as copywriter and consultant for leading advertisers, is now exclusively at the service of our clients.

**JAMES F. NEWCOMB & CO. Inc.**

*Direct Advertising  
Merchandising Counsel*

330 SEVENTH AVENUE

NEW YORK CITY

*Professor Hotchkiss will retain his connection with New York University*

June 3, 1926

# PRINTERS' INK

*Registered U. S. Patent Office*

**A JOURNAL FOR ADVERTISERS**  
*Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
 Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6500. **President** and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

**Chicago Office:** Illinois Merchants Bank Building, GOVE COMPTON, Manager.

**Atlanta Office:** 704 Walton Building, GZO. M. KOHN, Manager.

**St. Louis Office:** Syndicate Trust Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

**Canadian Office:** 92 Adelaide St., W., Toronto, H. M. RANDY, Manager.

**Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.**

**Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.**

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**Chicago: G. A. Nichols**

**D. M. Hubbard**

**Russell H. Barker**

**Washington: James True**

**London: Thomas Russell**

NEW YORK, JUNE 3, 1926

**France  
Window-  
Dresses Her  
Tobacco  
Stores**

"France is going to start window dressing her tobacco stores and so reform her ways as vendor of her national monopoly," reads a wireless dispatch to the New York *Times*. The item further says that: "If properly advertised and displayed, our tobacco monopoly would produce an enormously greater revenue," was the lay of the deputies and of the Government when last the matter was discussed."

The Government, as its first step in this new program, is going to spend 45,000,000 francs for new showcases which are to be sup-

plied to every cafe and store in France that sells tobacco. These showcases are to be neatly bound with brass and every item will be displayed in them in accordance with a display plan laid out by the Government.

Perhaps the next step will be a campaign of advertising in paid space. Regardless of future developments, however, this bit of news is of more than passing interest because it indicates that even absolute monopolies of nation-wide proportions have a distinct need for modern selling and advertising methods.

The idea is fraught with all sorts of interesting possibilities. For example, since practically all European countries, and even these United States of America, have governmental monopolies, the successful use of up-to-date merchandising methods, which take in the use of paid advertising, by one country might be the forerunner of similar campaigns by other nations. Nor is it much of a leap from the advertising of a Government monopoly to the advertising of various governmental services. It is interesting to note, in this connection, the remarks made by Earnest Elmo Calkins in this issue of *PRINTERS' INK* in his article, "The Pursuit of Happiness." Referring to the advertising campaign of the Metropolitan Life Insurance Company, Mr. Calkins said: "It is not too much to say that the kind of advertising this company is using is of such public importance that the Government could well afford to carry it on and pay for it out of the public funds."

**Watching for  
Subtle  
Market  
Changes**

Many manufacturers have no idea what is going on in their markets or where their products are going. They dump their output into a hopper, labeled "sales organization," "jobber," "sales agent," or something else and feel satisfied if the goods are not returned. What is happening to their goods they neither know nor care.

Why should they care? Ap-

parently the merchandise is giving satisfaction or it would not continue to sell. In fact, the sales of these manufacturers may be increasing consistently. Profits may be ample. Every department of the business may appear to be in a healthy condition.

But changes may be taking place in such a manufacturer's market which may in time completely undermine his business. These changes may at first be hard to detect. For instance, the class of distributors on whom the manufacturer is dependent may be gradually losing the sale of merchandise of that kind.

An example of this sort came to our attention the other day. A manufacturer, the largest in his field, had been successfully distributing through the retail trade for many years. The retailer sold the material in bolts, to be fashioned into the finished product by the householder or by mechanics that he might employ.

Although the manufacturer's sales had shown increases each year, he recently awakened to the fact that he was no longer the largest unit in the field. He had dropped to seventh place.

In looking around for the cause it was discovered that more and more people were buying the product ready-made. Small manufacturing plants had been established in almost every community in recent years. These plants are not only supplying the product in finished form, but they are installing it. These small manufacturers are building their businesses on the idea that people no longer do anything for themselves that they can hire someone else to do for them.

Fortunately, the manufacturer of the fabricating material did not make his discovery too late. What he has to do now is to convert his enterprise into one that sells to the industries instead of one that sells to the consumer.

However, he may never regain his lost position in the industry. He would not have lost it in the first place, if he had kept himself informed of what was going on in the market.

### ***Two Sales Managers for a Business***

Retaining old customers while getting new ones represents a fairly common problem of almost all businesses. A recent book, "Assuring Business Profits," written by Arthur Rand, Jr., of card index fame, in a brief discussion of this subject offers a suggestion which may be worth while to some businesses.

Mr. Rand has come to the conclusion that most businesses get nowhere with this problem until they fix upon some individual definite responsibility for retaining and increasing the business of old customers, and upon another individual definite responsibility for getting new customers. In brief, his idea calls for two sales managers.

He explains the actual operation of this idea in some further detail by saying:

"The direction of the salesman's efforts can be handled effectively by classifying all sales as A, B or C business. 'A' business includes all sales to new customers; 'B' business covers all sales of new or additional lines to old customers; 'C' business represents repeat orders from old customers. It will be seen from this classification that the sales manager for new business devotes his attention largely to 'A' business or the development of new accounts while the sales manager for customers confines his attention to 'B' and 'C' business.

"The individual salesman can be directed to spend a definite portion of his time on each class of business and his quota may be arranged to include a definite goal in each classification. The first month that this plan is applied, it will be found that previous effort has been unbalanced. One salesman may enjoy the development of new accounts and it will be found that he has been spending almost all his time on this division; while another man may prefer to call on old customers with the result that new business in his territory has been neglected."

It would seem that a part of

June 3, 1926

this plan could be adopted by every business. The idea which calls for a segregation of the records of the old and new markets is a good one. By such segregation, any business can take the first step toward eliminating the possibility of overlooking important sales opportunities.

### **Clever Stuff!**

The anger of some 6,000 people has been provoked by the absurd advertising and sales tactics of a real estate development company. They went to witness a patriotic celebration—an observance of the 150th anniversary of the Battle of White Plains. However, instead of being free to watch a re-enactment of the battle by a large number of regular army troops sent at the expense of the United States Government, they found themselves turned into prospects for real estate boomers who had bought the tract of land on which the celebration was taking place. Throughout the entire time of this patriotic celebration, high-pressure salesmen moved among the crowd with a "buy-now" solicitation. Clever stuff! Yes, but so clever that the public was disgusted. So clever that it can be called stupid and unmoral.

Any kind of advertising that intrudes itself where it is not wanted is bad and offensive. The manufacturer who ships uninvited goods to the public is offending against good taste. The promoter who resorts to the telephone to sell goods or securities or to solicit subscriptions from prospects who have no knowledge of him or his offerings is another glaring offender. The use of radio broadcasting as an advertising medium is another example of bad taste.

The only fortunate aspect of this situation is that the seasoned advertiser—the advertiser who has made money from the use of advertising—seldom if ever makes his advertising a nuisance to the public. It is the inexperienced beginner, filled with the Barnum attitude toward the public, who causes the trouble. How to cure

him is a hard problem. Probably the only cure is a depleted purse.

### **Buried Alive**

There was a famous engineer described in *Hamlet*, who was "hoist with his own petar," which is a perfect figure of speech for the advertiser who loads his advertising petard, devised to knock old man Summer Slump into a ghost, only to have the petard explode and "hoist" the advertising engineer into his own grave.

In plain speech, over-merchandising of advertising plans does not help so much as it hurts. No criticism of adequate merchandising is intended here. It is the tendency to over-merchandise the campaign which is being condemned.

The danger is an obvious one. It manifests itself most generally where campaign plans have not been completely organized or where an emergency demands quick action. Salesmen are about to start for their territories. They must have something definite to say or show to jobbers and retailers. So the campaign is worked out from the wrong end first. It begins with an eye-blinking portfolio, filled with hastily written advertisements, broadsides and display pieces. There are likely to be also one or two advance advertisements in the business papers.

The salesmen start out. The "announcements" appear in trade publications. The sales campaign flourishes like an epidemic for a while. Then something or other happens which makes a change of plan necessary, and the advertising which has been so much talked about does not appear, or appears in greatly reduced form. Perhaps the situation is adjusted by another campaign later on. Until the adjustment can be made, or the slack taken up, the advertiser will be busy dodging falling debris—thrown into the air by his own premature blow-up. Besides burying himself alive, he has unsold a considerable portion of the trade and the public on the next "announcement of our forthcoming campaign."

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.  
Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company  
The T. A. Snider Preserve Co.  
Loose-Wiles Biscuit Co.  
Graybar Electric Company

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Advertising Women Plan Philadelphia Exhibit

The Federation of Women's Advertising Clubs will have one of the largest exhibits at the Philadelphia Convention of the Associated Advertising Clubs of the World, according to Mrs. Bernice Blackwood, president of the federation and executive secretary of the Advertising Specialty Association.

In an address before the Women's Advertising Club of Chicago, Mrs. Blackwood said that sixty-four panels have been definitely reserved by the various women's advertising organizations of the country. She also told about the arrangements the federation had completed for its part of the Philadelphia program. The speakers at the federation departmental will be Miss Edith M. Burts, secretary of the *Silent Partner*, New York, and Lieut.-Col. Edward Frederick Lawson, assistant managing proprietor of the London *Daily Telegraph*.

The Women's Advertising Club of Chicago has endorsed Mrs. Blackwood as a candidate for membership on the executive committee of the associated clubs to represent women's advertising organizations.

\* \* \*

## Cleveland Club Presents Plan for Community Campaign

The Cleveland Advertising Club has completed plans for an extensive community advertising campaign that was prepared by a special committee of club members at the request of the industrial development committee of the Cleveland Chamber of Commerce. A three-year campaign is planned. The program includes advertising through newspapers, magazines, direct-mail and outdoor advertising.

\* \* \*

## R. B. Thompson, President, Duluth Club

R. B. Thompson has been elected president of the Duluth, Minn., Advertising Club. A. J. Prescott is the new vice-president and Frank Watson is secretary-treasurer.

\* \* \*

## Lancaster Club to Admit Women Members

The by-laws of the Advertising Club of Lancaster, Pa., have been amended in order to admit women to membership.

## W. H. Ingersoll Denounces Price-Cutting

The cutting of prices on standard goods below the manufacturer's price was denounced by William H. Ingersoll, former marketing director of the Ingersoll Watch Company, at the luncheon given last week by the League of Advertising Women at the Hotel Astor, New York. Mr. Ingersoll spoke in support of the Capper-Kelly bill on price-maintenance, which is now before Congress.

"It is freely admitted by the opponents of the Capper-Kelly bill that they regard it as inconsistent with their personal interests to handle nationally known brands of merchandise," said Mr. Ingersoll, "and that they prefer to sell goods of their own selection on their own responsibility. The argument of these opponents that they do not wish to be the 'agents' of the manufacturers, that they do not want a demand created under the manufacturer's name or brand, is an understandable one."

"To say that they are coerced by the manufacturers' advertising to handle goods against their will is only to admit that they have in their measure failed in their own aspiration to gain and hold the confidence of their local consuming public, and gives them no right of retaliation to demoralize that maker's market. The public has a right to a free choice under normal conditions of the two competitive systems of producing and distributing merchandise, that is, the nationally branded method versus the unbranded or private brand system."

\* \* \*

## Tokyo, Japan, to Have Advertising Club

An advertising club will shortly be organized at Tokyo, Japan, according to information received by PRINTERS' INK from Irwin A. Vladmir, of the *Tokyo Japan Advertiser*. It will become affiliated with the Eighteenth District of the Associated Advertising Clubs of the World.

\* \* \*

## New Clubs Being Planned in Utah

The Advertising Club of Salt Lake City, Utah, is co-operating with local advertising interests at Logan, Ogden and Provo in making plans for the organization of advertising clubs at these cities.

\* \* \*

## Boston Bureau Elects Officers

The following have been elected officers of the Boston Better Business Bureau: President, John Richardson; vice-president, George B. Johnson; treasurer, Thomas P. Beal, and secretary, Kenneth B. Backman.

## Johnstown, Pa., Club Elects Officers

The Advertising Club of Johnstown, Pa., has elected the following officers: President, John Sheridan, of The Johnstown Automobile Company; first vice-president, Tom Nokes, of the Johnstown Poster Advertising Company; second vice-president, Harry D. Corbin, of the Penn Traffic Company; treasurer, Robert J. Glock, of the Swank Hardware Company, and secretary, Kenneth P. Ripple, Johnstown Poster Advertising Company.

\* \* \*

## Chicago Advertisers Hold Memorial Day Meeting

The Advertising Council of the Chicago Association of Commerce and the Advertising Men's Post No. 38 of The American Legion held their annual pre-Memorial Day joint meeting on May 27. The principal speakers were the Hon. James Hamilton Lewis, former United States Senator from Illinois and Richard Henry Little of the Chicago *Tribune*.

\* \* \*

## Poor Richard Club Holds Spring Outing

The Poor Richard Club of Philadelphia, recently held its spring outing at the Philmont Country Club. Frank C. Goldner was awarded the Bartley J. Doyle Club trophy for winning the golf contest with a low net score of 74. William C. Cummings was winner in the tennis matches.

\* \* \*

## Grand Rapids Club Continues to Manage Tourist Camp

The Grand Rapids, Mich., Tourist Camp will again be operated by the Advertising Club of Grand Rapids under the direction of H. F. Oltman, vice-president of the club.

\* \* \*

## K. L. Estes Appointed by Tulsa Club

K. L. Estes has been appointed executive secretary of the Advertising Club of Tulsa, Okla. He was formerly secretary of the Batesville, Ark., Chamber of Commerce.

\* \* \*

## Milwaukee Women's Club Holds "Jungle Party"

The Women's Advertising Club of Milwaukee recently held a "Jungle Party" at which the members of the men's advertising club of that city, were guests.

\* \* \*

## Albany Club Elects Officers

The Albany, N. Y., Advertising Club has elected William Lowenberg, president. Other officers are: Mrs. H. A. Byrne, vice-president; Robert F. T. Wilke, secretary, and Chester C. Kent, treasurer.

## Printed Matter Clinic for Church Department

The Church Advertising Department of the Associated Advertising Clubs of the World will conduct a "clinic on printed matter" at the Philadelphia convention. Printed matter issued by churches and church organizations will be exhibited. Evart G. Routzahn of the Russell Sage Foundation, New York, has charge of this part of the program.

\* \* \*

## F. M. Willson, New Manager of Rochester Bureau

Fred M. Willson has been appointed manager of the Rochester, N. Y., Better Business Bureau, succeeding George F. MacDonald, resigned. Mr. Willson has been doing special work for the National Better Business Bureau. Prior to that he was manager of the bureaus at Toledo, Ohio, and Fort Wayne, Ind.

\* \* \*

## No Advertising Bands for Orlando

Largely through the efforts of the Advertising Club of Orlando and Orange County, Fla., an ordinance was adopted by the City Council of Orlando, prohibiting the use of the city streets for bands of music, drum corps or other noise-making organizations for advertising purposes.

\* \* \*

## Boston Club to Admit Women Members

The board of directors of the Advertising Club of Boston has decided to admit women to club membership. The Boston Women's Advertising Club has disbanded and many of its former members will join the Advertising Club of Boston.

\* \* \*

## Women's Club of Baltimore Elects Officers

The Women's Advertising Club of Baltimore, Md., has elected the following officers: President, Miss Mildred B. Smith; vice-president, Mrs. Beatrice A. Filmer; secretary, Miss Dorothy Nickerson, and treasurer, Mrs. Doris Palmer.

\* \* \*

## Greensboro Club Re-elects Officers

The Greensboro, N. C., Advertising Club has re-elected the following officers for the coming year: President, H. S. Richardson; vice-president, W. H. Spradlin, Jr.; secretary, A. S. Myers, and treasurer, C. L. Jenkins.

\* \* \*

The recently organized Advertising Club of Wenatchee, Wash., is holding a contest for a slogan and emblem to be used in the national advertising of that city and immediate territory.

# The Little Schoolmaster's Classroom

THE Schoolmaster was particularly interested in the article by Hiram Blauvelt entitled "Sell through the Eye" appearing in PRINTERS' INK for May 20 because of a recent remark by Alfred Korzybski, the engineer, which tends to bear out Mr. Blauvelt's contentions. Mr. Korzybski, who is a member of the American Society of Mechanical Engineers and author of "The Manhood of Humanity," says that impressions received through the eye register more successfully on the brain than those received through the ear, because *the eye is a part of the brain*. The connection is very close and direct, whereas the connection with the ear is longer and more involved.

It is perhaps not putting the case too strongly to say that the eye is an extension of the brain, developed, because of the need for a seeing organ, through a long course of evolution.

Years ago the Schoolmaster touched briefly on this topic, pointing out that salesmen too often relied upon "selling by ear," when they would shorten their labors and get more conviction if they made more of an appeal through the eye. The principle is not exactly a new one, but its full implications are not always grasped by the new crop of salesmen which enters the field every year.

The writer of these columns has often pointed out the benefits to be derived from a study of the selling methods of the humble street hawker and soapbox vendor. The hawker is strong on talk, it is true, but he is no less strong on action. He keeps his hands busy, gesturing and attitudinizing in a way that fascinates his audience by sheer motion, thus keeping his prospects' attention riveted on his goods because of their desire to see what he is going to do next. He is a demonstrator of high degree. He knows how suc-

cessfully to "dramatize his stuff."

The Schoolmaster has among his friends several master-salesmen. Some of them are high-salaried executives of great firms. They have risen to their position because of their proved ability to sell not only goods but to sell an idea. They are always the men chosen when a big deal has to be swung. A study of their methods affords proof of their point that sales are made more easily through the eye than the ear. They do not neglect their selling talk, but they are also tremendous users of their hands—they use paper and pencil freely, they trot out samples, they produce documents from mysterious sources, they go through an infinite number of motions. In a word, they are good showmen. A great salesman always has in him something of the great showman.

\* \* \*

Service is an excellent advertising feature—so long as it isn't spelled "p-h-i-l-a-n-t-h-r-o-p-y."

The thought is prompted by a recent envelope enclosure found by the Schoolmaster attached to his electric light bill. The lighting company took the occasion to point out what a superb task it was performing for the community. Service was spelled with a capital "S" and the whole tone of the copy was, "My, aren't you lucky to have our company in your community!"

The Schoolmaster, approached in a different manner, would heartily agree that the company is performing a real service. He appreciates the fine work that electric light and power companies are doing in all parts of the United States, but he rather resents having his local company tell him quite so emphatically what a philanthropic institution it is. He knows that service is just good business and pays good dividends. He doesn't need to be told in fulsome tones that the lighting company is in the Carnegie and Rocke-

## OUTLOOKS



OUR clients the Daven Radio Corporation are "Resistor Specialists". Their various appliances for improving radio reception are making their name a household word to radio fans wherever folks have radio sets.

From the windows of their offices we can see many of the modern buildings of Newark's industrial center, also the dry bed of the old Morris and Essex Canal, an interesting relic of the days when the Jersey canals were important arteries of commerce.

# CHURCHILL-HALL

INCORPORATED

H.B. LE QUATTE, *President*

50 UNION SQUARE  
NEW YORK

June 3, 1926

## HIGH CLASS SALES EXECUTIVE SEEKS CONNECTION

Having just finished organizing and training a large sales force for a prominent concern I am now seeking permanent employment with a company in need of a competent and experienced sales director.

Before taking over my present work I was vice-president of a prominent New York Advertising Agency where I gained a wide experience in merchandising in many fields through contacts with leading national advertisers.

My sales and advertising experience covers a period of eighteen years. I am forty years of age, married, college man, well connected and have a record of achievement. Address: "Secretary," Room 1109, 320 5th Ave., New York City, N. Y. Phone Pennsylvania 9090.

## You May Be Looking For Just Such A Man

He has had a thorough merchandising and sales-management experience. Through his work in the merchandising department of one of the greatest Metropolitan dailies he has a background of successful achievement in the marketing and sales promotion of some of the country's largest manufacturers. He is interested in making a connection with an established concern of sufficient size to give him ample incentive to work for the future. The bigger the job the better he likes it. He is 34 years old, single, college training, will go anywhere.

Address "N," Box 46, care of  
Printers' Ink

feller class—something which, by the way, is not exactly true.

The Schoolmaster recalls another envelope enclosure he received a year or so ago in which the same company pointed out its place in the community. This enclosure was far more effective because the company forgot philanthropy and talked business. It told of its place in the community but no effort was made to make the prospect feel that he was particularly favored by being permitted to buy current from the company.

There are two ways of talking service. The loudest way is never the best. This applies to the advertising of automobiles, radio and storage batteries just as much as to the advertising of electric light and power.

\* \* \*

The Standard Oil Company of New Jersey is one corporation which believes in profiting by the experience of the past. It remembers the unfortunate experience of such trade-mark words as Celluloid, Linoleum and Aspirin which, receiving general acceptance, lost their trade-mark value. The Schoolmaster commends the Standard Oil Company for taking steps now to prevent such future trouble for the company's trade-mark "Ethyl," an anti-knock ingredient added to motor fuels. The first step toward the break down of a trade-mark name is for the company's own employees to become careless about its use. Competitors would have a good talking point for using the name if the company itself began to speak of "ethylized gasoline" or "ethylizers."

The company, therefore, is warning every employee. After pointing out that Ethyl is registered in Washington as a trademark, the company says that if modifications of it are used, it might begin to mean the acceptance of the noun or adjective as a part of the English language, meaning any motor fuel to which any Ethyl compound has been added or even the motor fuel containing any anti-knock product. The company then makes a spe-



T. N. KENYON  
*Sole Owner*  
Kondon Mfg. Company  
Minneapolis

## *Got acquainted 38 years ago*

I FIRST got acquainted with PRINTERS' INK in the neighborhood of thirty-eight years ago. At that time, I was a traveling man, having spent a dozen years on the road, part of the time in connection with my own product, "Kondon's Catarrhal Jelly."

When I first began to travel, in about 1888, I met a fellow by the name of S. M. Crombie. He was also calling on the drug trade, and he always had a copy of PRINTERS' INK, the latest issue, in his pocket and used to let me read it, for we were together on the road quite a good deal. I became so interested that I subscribed for it and have been a subscriber I am sure for close to thirty years.

I always take PRINTERS' INK home with me and read it thoroughly and get a lot of good things out of it—in fact, I would be lost without PRINTERS' INK. I think it was the means of starting me in this business.

I have also been a subscriber of PRINTERS' INK MONTHLY ever since it started, and get good ideas out of reading the MONTHLY as well as PRINTERS' INK.

*T.N. Kenyon*

June 3, 1926

**EVENING HERALD****The Largest Daily Circulation in the Entire West!**

Sworn statement to the government shows:

Six months ending March 31, 1926

**182,313**

—a gain of 5,015 over the same period of last year!

**REPRESENTATIVES**

John H. Lederer, 910 Hearst Bldg., Chicago, Ill.

H. W. Moloney, 604 Times Bldg., New York

A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

**WANTED —**

**A Man  
Who Can Write  
Real Publicity**

—publicity of the sort that automotive editors welcome and motorists read with interest—can find a happy environment and profitable employment in a Chicago advertising agency of character and prestige. Naturally, we want a man of productive imagination who enjoys digging for facts and writing a real and readable story about them—and the more he knows about a motor car the better. Just tell us all about yourself in the first letter, which will be confidential—age, experience, salary, etc. Our own organization is informed of this advertisement. Address "K," Box 43, care of Printers' Ink.

**YOUR PRODUCT**  
will find its market in the  
**CHURCH FIELD**  
through the preachers' trade journal  
**THE EXPOSITOR**

710 Caxton Building, Cleveland, Ohio

17 West 42nd Street, New York

37 South Wabash Avenue, Chicago

Sample and rate card on request.

cific and logical suggestion as follows:

"To be on the safe side, the employees should always see that the word is capitalized in their correspondence and only used as indicating a product of the Ethyl Gasoline Corporation."

Foresight is better than hindsight. Many manufacturers today do not seem to realize the danger to their trade-mark name which results from a careless use of it in their own correspondence or advertising.

\* \* \*

The Schoolmaster has always remembered an automobile advertisement he read several years ago. It said, in effect, "Our car will make seventy miles an hour. Of course you probably will never drive it at that rate, but the fact that our car has the power to go seventy miles an hour means that it has the kind of power and stamina that will give you real motoring service. High potential speed means flexibility and endurance. It means, above all, power. And those are the qualities you want in an automobile."

The Schoolmaster is reminded forcibly of this advertisement frequently as he reads automobile advertisements telling of the high speeds of this car and that car. These advertisements assume that every driver is a mile-a-minute driver and buys a car because it goes sixty miles an hour and for no other reason.

\* \* \*

At present there is considerable agitation against the needless waste of life due to automobiles. Every news item that tells of men killed by cars running at a high rate of speed means that much more ill-will for the automobile industry. For that reason, the Schoolmaster feels that, while potential speed is a fine talking point, it should be advertised in a sane manner. The industry won't be ruined by too much talk of speed—but there is no reason for any industry, no matter how powerful, to go out of its way in search of ill-will.

After all, the two cars that sell

*An unusual combination  
of circumstances prompts  
this advertisement.*

## *ADVERTISING AGENCY ACCOUNT EXECUTIVE*

—wishes to join an advertising agency which is capable of rendering the highest type of service.

Has taken the initiative in closing and developing several successful accounts.

Equipped with broad agency and merchandise experience. Is considered a good copy and plan man, a resourceful salesman and a safe business man.

Well qualified to take charge of department of new business.

Address "D," Box 187, Printers' Ink

## **WANTED—**

### **A Man Who Knows About the Advertising and Selling of Motor Cars at Retail**

A Chicago Advertising Agency has a definite opportunity for a man who feels at home in a dealer's show room, who knows about used car advertising, who can counsel with a motor car merchant in person or by mail and win his respect. He must be able to write good automotive copy and individualize copy and publicity for metropolitan distributors. All in all, a highly interesting job with just enough traveling to keep a fresh viewpoint. Plenty of scope for personal achievement with an organization you're almost sure to like. Address

"H," Box 42, care of Printers' Ink

June 3, 1926

**INCREASED SALES  
QUANTITY PRODUCTION  
REDUCED COSTS  
LOWER PRICES**

—The above results justify the enormous yearly expenditure for general publicity advertising.

—**Premium Advertising** may be justified on precisely identical grounds. By its use new customers are secured and old customers held.

—It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.

—A portion of the advertising fund expended in this way is certain to result in: **Increased Sales—Quantity Production—Reduced Costs—Lower Prices.**

—It is a sound, ethical, logical and effective method of advertising.

—Booklets explaining our Service mailed on request to those stating the nature of their business.

**THE PREMIUM SERVICE CO., INC.**  
9 West 18th Street, New York.

in the largest quantities today can't make sixty miles an hour down hill. They have built big sales volume without any emphasis on speed.

\* \* \*

An increasing number of manufacturers are omitting the company name and address from their advertisements. A few advertisers have been doing this for years.

As far as the Schoolmaster can find, there are two reasons for this practice. Some advertisers feel that by playing up the product and leaving out the company name, they induce people to visit the dealer rather than to write to the manufacturer.

This is all right in theory, but in practice it does not work. It is well known that people will not go to any great trouble to find an advertised product. They may make two or three inquiries for it, but if they do not find it then, they are likely to abandon the search. At this stage many of these persons would like to ask the manufacturer for help, but of course they cannot since they do not know his address.

The second reason for the omission of the advertiser's address is to avoid correspondence with curiosity seekers. Leaving out the address accomplishes that purpose, but it also shuts off correspondence with prospects and customers who have legitimate reasons for writing. It is far better to take the trouble of answering a hundred letters from the curious-minded than to run the chance of missing one letter from a genuine prospect.

**Chain-Stores  
Sales-Manager  
Available**

Sales-manager of a chain of retail stores, selling electrical appliances in goodly volume per capita, is available.

Experience includes management of chain, purchase and sale of merchandise, training of inside and outside sales-people.

In one year, chain sold largest number of one particular appliance per capita in U. S. Since 1920, appliance sales have enjoyed approximately 100% increase.

Well-informed in all branches of modern merchandising. Sponsor for sales-campaigns of unique character and resultfulness.

Would bring valuable retail angle to central station or to electrical appliance manufacturer.

Available by midsummer or before. Address "C," Box 186, Printers' Ink.

Appointed by E. A. White Organization

Ashley Nagel has been appointed sales promotion manager of the E. A. White Organization, Inc., New York, real estate.



**Howell Cuts**

for house organs  
direct mail and  
other advertising

Charles E. Howell • Pick Building • New York

**MAILING LISTS**

Covering U. S. and foreign countries, any classification, any part of the world. Can furnish any list wanted. Ask for price list detailing over 4000 lists.

**A. F. WILLIAMS, Mgr., List Dept.**  
166 West Adams St., Chicago  
Established 1880

**Rare opportunity  
for a real  
sales - executive**

ASSISTANT Sales Manager  
by one of America's largest  
and best known manufacturers.

To qualify, applicant must have  
had experience in developing  
national marketing and sales  
plans. He must have had experience  
in showing dealers how to  
do business, both in their stores  
and "house-to-house." He must  
be a man with driving force,  
willing to work hard himself  
and able to get others to work  
hard. He must have a natural  
bent for selling.

Position would require residence  
in or near Philadelphia.

Applicants should give brief but  
complete business history. Also  
—educational background—service  
record—family responsibilities—age and approximate  
salary expected.

ADDRESS "G" BOX 40  
PRINTERS' INK

**Position Desired By  
Experienced  
Advertising Agency  
Accountant**

Many years' experience in ac-  
counting and cost systems in  
agency work. Competent to  
tie up all details of agency de-  
partments to accounting prac-  
tice, to avoid mistakes and keep  
valuable informative records.  
Can also assume charge of pro-  
duction in smaller agency.

Now employed as head ac-  
countant and office manager of  
fair sized 4-A Agency, earning  
\$4,000 a year. Would start at  
reasonable salary. East pre-  
ferred but not necessary. Best  
of references. Please address  
"J," Box 189, Printers' Ink.

**Population 70,000 Trading Centre for 150,000**

Brockton, Massachusetts. The Great Shoe City. Brockton shoes  
18,000,000 people. Paper established 1880. Forty-Sixth Year.

**Brockton Daily Enterprise**

**Printing 23,000 Daily**

Flat Commercial rates 6½ cts. per line, 9½ cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



**Multigraph Ribbons Re-inked**

Our *Sur-T-Fly* process

costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send J. R. Ribbons  
to be Re-Inked  
at our expense

**W. Scott Ingram, Inc.**

Dept. B, 67 West Broadway, New York City

**"GIBBONS knows CANADA"**

TORONTO

J. J. Gibbons Limited Advertising Agents

MONTRÉAL

WINNIPEG

June 3, 1926

# BUILDING PRODUCT WANTED

A NATIONALLY-known manufacturer of building material, with a large sales force and country-wide manufacturing facilities, is anxious to add another product to his line. He prefers a patented or patentable building specialty, applicable to residential work, and preferably one with a large repair or remodeling use.

This manufacturer is amply financed and prepared to develop the product from the beginning, or to take over and expand present facilities. If you have a product that offers the sales possibilities he wants, or if you know of one, please give us details by letter. Your communication will be kept in strict confidence and if it proves interesting to our client, a personal interview will be arranged at once. No brokers or interviews without appointment will be considered.

**W. RUSSELL OSBORN**  
*Attorney*  
522 Fifth Ave., New York City

## Educational Campaign for Metal Lathing

The National Council for Better Plastering has started an educational campaign in newspapers to inform home builders and buyers about the advantages of using metal lathing. The copy of one advertisement points out that most of the cracks in plaster are not due to any fault of the plasterer, but to the lathing base. A list of plaster dealers is printed from whom the reader may obtain a booklet entitled "Better Plastering for Modern Homes."

## New York "Morning Telegraph" in Consolidation

The New York *Morning Telegraph* and *The Daily Running Horse*, of that city, have been consolidated and will be known as *The Telegraph and Running Horse*. The Hermis Press Corporation has been formed to publish the combined papers, and in addition has acquired control of the *Daily Running Horse* of Canada and the Hercules Press Corporation, a sports news service.

## Scripps Personal Estate Appraised

The late E. W. Scripps, newspaper publisher, left a personal estate of \$1,943,770, according to an appraisal made recently at Hamilton, Ohio. His newspaper holdings, which were placed in trust under the terms of his will, are not included in this accounting.

## F. O. H. Williams with "Theatre Arts Monthly"

Frank O. H. Williams, who for the last three and a half years has been with William A. James, Inc., publishers' representative, has been appointed advertising manager of *Theatre Arts Monthly* and *Famous Story Magazine*, both of New York.

An excellent opportunity is available for a salesman with experience to meet the requirements of an organization specializing in the production of direct-mail advertising.

We will consider a young man who has a definite aim for the future and is willing to sacrifice time and energy to help build up a firmly established business. He must be well educated and have a pleasing personality combined with good judgment in sizing up the advertising needs of prospects. Our organization of experts analyze direct-mail problems, plan campaigns and successfully build up sales for clients. Address "M," Box 45, care of Printers' Ink.

TOY BALLOONS  
and  
BALLOON NOVELTIES  
for  
Advertising Purposes

The Western Reserve Rubber Co.  
18 K Street, N.W., Washington, D.C.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Printers'-Bookbinders' Outfitters**  
Modern Cut-Cost Equipment  
Also Rebuilt Machinery  
Conner Fendler Branch, A. T. F. Co.,  
New York City

**Something to Sell in New England!**  
Wish to add good repeating specialty to our line. Prefer Western, Southern, or Canadian product. Can give real representation to right article. E. S. Macgregor, P. O. Box 2559, Boston, Mass.

### PRINTING AT COST

Publications and fine work printed at cost, merely to meet overhead expenses. Linotypes, Ludlow, Miehles, Automatics, Duplex-webs. Skilled workmen. Box 645, Printers' Ink.

**For Sale—10,000 more or less, Addressograph plates, 4" long, 2 1/4" wide, at \$10 per thousand.**

Beck & Corbitt Company  
First St. from Ashley to O'Fallon  
St. Louis, Mo.

### FOR \$25 CASH

Your one inch DISPLAY ad goes in 70 N. Y., 50 N. J., 24 Pa., 10 Conn., country weeklies one time. Lawrence F. Deutzman, Smithtown Branch, L. I., Syndicate Advertising.

### FOR SALE

24 page Goss Rotary Press, takes 7 or 8 column paper, 20 in. long, slitter, 3 extra colors, besides black, 1/4 folder attachment, in excellent condition. Box 627, P. I.

### Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated. Suite 1004, 1841 Broadway, New York City.

Have had unusual success in trade paper field, and some growing publication will find it profitable to add me to the staff. Headquarters in New York City, and would like to connect with local concern, or will represent outside trade paper. Address Box 624, care of Printers' Ink.

### PRINTERS! ATTENTION!!

Here is an opportunity for you to procure a Campbell Two Revolution Press that takes a 25 x 38 sheet for storage, handling and rebuilding charges amounting to \$783.55. I am advised, that under ordinary conditions this press should sell for at least \$1500. Address Dolan, Ninety-six Beekman Street, New York City.

**PRINTERS**—To make room to install a Kelly press we will sacrifice our Hoe Stop Cylinder Press which is in good condition throughout. Bed 18 x 24. Has four form rollers. Also D. C. motor equipment. Will accept \$350.00 f.o.b. our floor. S. Eason, 106 Barbey Street, Brooklyn.

**SALES EXECUTIVE**  
with fully equipped offices (warehouse facilities if necessary.) Young man, ten years' experience national sales promotions OPEN FOR CONNECTION ON RESULTS BASIS, will consider sectional or national representation propositions. Must be sound and have large possibilities. Harad, 199 Fulton St., N. Y.

### Paint Processing

New plant wants advertising agencies to give work, small or large quantities. Paint printing of Signs, Banners, Window Displays, etc., on cardboard, metal, glass, wood, cloth, etc. Screen stencils to the trade. Artway Process Studios, 304 West 34th St., New York City.

### PUBLISHING BUSINESS

issuing specialized industrial periodicals can be bought, free and clear, for approximately \$100,000. Annual gross receipts 25 per cent in excess of this. A going business, capable of good profits and considerable expansion under aggressive management. Terms to parties of experience and responsibility. Location: Middle West. Harris-Dibble Company, 345 Madison Ave., New York, N. Y.

### Special Bargain in 25x33 Stone-metz Two Revolution Press

Cost new \$2500.00. Will accept \$960.00, less 10% for cash, or upon liberal terms. Guaranteed to be in first-class condition and fully equipped with cast rollers, extra roller stocks, three chases, wrenches, power fixtures, etc. Illustrations and further information upon request. Conner Fendler Branch—American Type Founders Company, Ninety-six Beekman Street, New York, N. Y.

### Can You Be Interested

in purchasing a Century two revolution press that will take a 22x34 sheet and is in first-class condition, at a fifth of its replacement value? Has all modern refinements, i.e., trip, back-up, plate distribution and front delivery. Must be disposed of before removal. We will accept \$675.00, on terms, or allow a liberal discount for cash. Write Excel Ptg. Co., care of Conner Fendler & Co., Ninety-six Beekman Street, New York City.

June 3, 1926

June 3.

**NEW FIELD FOR BUSINESS PAPER**  
 Partially developed plans for a business publication in rapidly growing industry, heretofore not covered plus the services of a man thoroughly experienced in all departments of business-paper management, are available to an organization that needs both to make it a greater institution. Address Box 640, P. I.

**"ONE MAN'S MISFORTUNE IS ANOTHER'S OPPORTUNITY."** We are offering for a customer's account a Pony Century Flyer—the speediest and most versatile small two revolution press built. Takes a 22x30 sheet and has air-chambers, solid iron base, front delivery, plate distribution and trip. Will be furnished complete with roller stocks, chases, wrenches, counter, and jogger for that amount still due; namely \$815.00. Refer to A. B. C. Ptg. Co. Press—Conner Fendler, Ninety-six Beekman Street, New York City.

#### HELP WANTED

##### BANK SALESMEN

wanted in a few open territories. Excellent commissions to good men and a real opportunity to earn big money. Can be handled as a side-line or alone. Commissions justify the right men. Apply by letter, furnishing at least two references and giving particulars of ability and experience. DIETZ PRESS, RICHMOND, VIRGINIA.

##### Artist

A young man or woman with a general commercial training willing to locate permanently in a thriving Southern city can quickly develop his or her talent and earning capacity in our art department. Give age, experience, salary expected and send several samples.

Bennett-Williams Co.  
High Point, N. C.

**A YOUNG IDEA AND COPY MAN** is wanted by a nationally recognized New York Agency.

The job touches almost every phase of agency activity in connection with the varied technical and business paper advertising of a large national advertiser.

It offers plenty of scope, pleasant associates, opportunity for progress, and pay proportional to ability. Write giving details of creative, art and industrial background. Address Box 629, Printers' Ink.

## Woman Copy Writer

Agency specializing in the fashion and textile fields has attractive opening for a copy-writer thoroughly experienced in writing wholesale and retail copy. Write telling all about your past experience, salary desired; and if possible send samples of your work to Box 630, Printers' Ink.

**EXPERIENCED ADVERTISING CA-**  
**VASSERS WANTED** throughout the U. S. A. for Trade and Engineering Journal published in London for circulation in Russia. The aim of the journal is to promote trade with Russia. Apply Box 1279, Dorland Agency Ltd., 14, Regent Street, London, S.W.1, ENGLAND.

##### Men's Wear Advertising Man

Large men's wear retailer in city of 95,000 (Middle West) seeks advertising manager. Direct-mail experience desirable adjunct. Should have merchandising experience. Give full record concerning experience. Address Walter M. Stein, care of Jacob Miller's Sons Company, 16th and Reed Streets, Philadelphia, Pa.

##### SALES EXECUTIVE WANTED

**For a Philadelphia Firm**  
 Man between 30 and 40 years of age; with advertising and selling experience; one who has been an assistant sales manager or sales manager, and can furnish good references from reputable firms now in business and who is willing to commence work at moderate salary as Sales Department executive. Position provides wonderful future for right man who properly grasps the work and can aid in constructive upbuilding of present sales and advertising copy, and properly direct the sales force.

Applicant must be a resident of Philadelphia and give full particulars regarding age, experience, references and salary desired to start.

All replies will be held in strict confidence.

All of our executives and salesmen have been advised of the publication of this advertisement.

Write fully to Box 644, Printers' Ink.

## Extraordinary Opportunity For Sales Manager

A large and well-known manufacturer of food products, distributing nationally through jobbers and branch offices, due to a policy of active expansion, desires the services of an energetic and experienced sales manager. He must be able to give the best of references as to ability, honesty, and experience. This is an opportunity to make a lifetime connection with an old established company that you will be proud to represent. Write in strict confidence, describing your experience and success. Address, Box 631, Printers' Ink.

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**POSITIONS WANTED**

**LAYOUT MAN AND VISUALIZER**  
Good personality, open for position as art manager or salesman, understands business thoroughly. Address Box 625, Printers' Ink.

**Art Director**

Visualizer; also finished work. Several years' agency and service experience. Box 636, Printers' Ink.

**N. Y. Copy Writer**

For 10 years copy chief big agencies and manufacturers. Part or full time. Box 635, Printers' Ink.

**Associate Editor**

now with old-established trade journal desires to make change with wider opportunity. Box 642, Printers' Ink.

**A \$60 COPY WRITER**

For \$3000 per year. Now employed and has agency record. Desires prompt trial. Satisfaction guaranteed. Box 638, P. I.

**ARTIST**

FREE LANCE first quality lettering and illustrations. Work guaranteed or no charges made—phone—SPRING 9294

**Assistant Advertising Manager**  
**Available July 7 (or Before)**

Just right to line up Fall Business If placed in charge of advertising department will guarantee lineage increase over previous year. Write for information in re ability and guarantee. Box 633, P. I.

**ARE YOU SEEKING** a man of 37, married, 15 years' practical newspaper, retail, and manufacturing adv. exp. A man who knows how from the school of experience, gained in Middle West. At present employed, seeks change for better opportunity in copy writing field. Can furnish best of references and be available in 30 days. Write Box 628, Printers' Ink.

**ASSISTANT  
ADVERTISING MANAGER**

*Eight Years Experience*

Thoroughly qualified to assist and serve a busy executive in preparing and planning Sales Promotion and Direct Mail advertising material.

Previously associated with two national organizations and a AAAA Agency.

Complete knowledge of Printing, Type, Paper, Engraving and Art. American, 26 years old, married. Salary—of least importance; willing to go anywhere.

Address Box 637, Printers' Ink.

**Agency Position** is wanted by copy writer with newspaper and printing plant experience. Understands layout, type, engravings. Sales experience. Age 29, married, college graduate. Write Box 626, P. I.

**SALES MANAGER**

Available Sept. 1st. Drug and grocery trade experience. Capable executive with good record. Age 31. Married. Making change of own accord. Have advertising experience. Salary, \$5000. Box 632, P. I.

**E. E. E. E.**

Experience—Education—Energy—Enthusiasm—offered in return for permanent connection with real opportunity. College graduate; 7 years Sales Promotion Executive; thorough knowledge copy writing, direct-mail planning, and mechanics of advertising. Box 641, Printers' Ink.

**MAIL ORDER****NATIONAL ADVERTISING****DIRECT MAIL****UNUSUAL LAYOUTS**

created often quoted complete campaigns; pulling copy that gets results; some ads have intermittently appeared for four years; capable assuming complete responsibility, including contact; interesting story awaits organization requiring man; New York big agency experience; go anywhere. Box 634, Printers' Ink.

**MY EXPERIENCE**

in commercial research, publicity and ad writing and lobbying is for sale to firms, trade associations or publications that want a Washington representative on the "inside." Box 643, Printers' Ink.

**SECRETARY —****Assistant to****Agency Executive or  
Advertising Manager**

Young woman thoroughly familiar with advertising operation. Eight years' experience, including the past four years as secretary to advertising agency officer. Expert stenographer and thoroughly competent to handle all advertising records and other details. Thorough knowledge of schedule preparation, ordering, billing and checking and also bookkeeping. Education: High School graduate and Columbia course in advertising. Now employed. Age 25. Salary, \$40.

Box 639, Printers' Ink

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THE success of Roper national advertising is evidenced, partly, by a notable increase in the average value of the unit of sale. Accompanying this has been an intensive merchandising plan, which turned dull seasons into profitable ones for Roper merchants. The plan has been guided throughout by the Wm. H. Rankin Company.

W.M. H. RANKIN

Established 1899

COMPANY Advertising

Main Offices: 342 Madison Avenue, New York

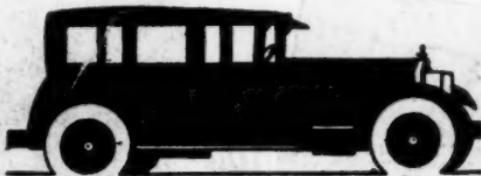
Tribune Tower, Chicago

AKRON

PHILADELPHIA

SAN FRANCISCO

TORONTO



## Hupmobile found a way to eliminate seasonal slumps—

A few weeks ago, Printers' Ink carried an article showing the peril of letting business slide unmolested through hot weather slumps. The author said it was worth while advertising if only to keep the organization pepped up and interested.

In the automobile business the greatest slump comes in winter. Hupmobile refused to take a winter slump for granted. Last November and December, instead of cutting down their advertising in The Chicago Tribune, they increased it, using five full pages.

The increase in the business of the Chicago distributor over the same two months of the previous year was 123%. Here are the figures:

**Business in Nov. and Dec., 1924 \$ 487,819**

**Business in Nov. and Dec., 1925 1,091,869**

---

**Increase ..... \$ 604,050**

Do your sales show signs of dropping off this summer? Will you let the greatest selling agency in The Chicago Territory help you to show a big increase over the same period last year?

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER